







3 2354 00028 681 8

DATE DUE

APR 15 2005  
AVR

Can  
Spe  
of  
Rad.  
(As  
M1  
SUBB

Canada  
Special  
of the  
Radio I  
(As Ame

GAYLORD

PRINTED IN U.S.A.











103

H7

1934

R33

A1







SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932

(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 1

---

FRIDAY, MARCH 9, 1934

FRIDAY, MARCH 16, 1934

---

WITNESSES:

Mr. Hector Charlesworth, Chairman of the Canadian Radio Broadcasting Commission.

Lt.-Col. W. A. Steel, Commissioner, Canadian Radio Broadcasting Commission.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934

## MEMBERS OF THE COMMITTEE

Hon. R. D. MORAND, *Chairman*

Mr. T. F. Ahearn,  
Mr. W. A. Beynon,  
Hon. P. J. A. Cardin,  
Mr. O. Gagnon,

Mr. E. J. Garland,  
Mr. W. C. S. McLure,  
Mr. R. McKenzie,  
Mr. D. McK. Wright.

E. L. MORRIS,  
*Clerk of the Committee.*



## ORDERS OF REFERENCE

HOUSE OF COMMONS,

FRIDAY, February 16, 1934.

*Resolved*,—That a Select Special Committee of nine members of the House, to be hereinafter named, be appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended at the last session of Parliament, to advise and recommend what, if any, changes should be effected in the existing system of radio broadcasting, and whether the said statutes should be amended, in whole or in part, and what, if any, additions should be made thereto, the said Committee to have power to send for persons, papers and records, and to examine witnesses, and to report from time to time to this House.

Attest.

ARTHUR BEAUCHESNE,  
*Clerk of the House.*

---

MONDAY, March 5, 1934.

*Ordered*,—That Messrs. Ahearn, Beynon, Cardin, Gagnon, Garland (*Bow River*), McLure, McKenzie (*Assiniboia*), Morand, and Wright, do constitute the Select Special Committee of this House pursuant to the motion adopted on the 16th day of February, 1934, to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended at the last session of Parliament, etc., to have power to send for persons, papers and records, and to examine witnesses, and to report from time to time to this House.

Attest.

ARTHUR BEAUCHESNE,  
*Clerk of the House.*

---

MONDAY, March 19, 1934.

*Ordered*,—That the said Committee be empowered to print 700 copies in the English language and 300 copies in the French language of its day to day proceedings and evidence which may be taken, for the use of the Committee and for distributions to the Members of the Senate and House of Commons; and that Standing Order 64 be suspended in relation thereto.

*Ordered*,—That the said Committee be empowered to sit while the House is in session.

Attest.

ARTHUR BEAUCHESNE,  
*Clerk of the House.*

## REPORTS OF THE COMMITTEE

### FIRST REPORT

FRIDAY, March 16, 1934.

The Select Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended at the last session of Parliament, begs leave to present the following as a

### FIRST REPORT

Your Committee recommends that it be empowered to print 700 copies in the English language and 300 copies in the French language of its day to day proceedings and evidence which may be taken, for the use of the Committee and for distribution to the Members of the Senate and House of Commons; and that Standing Order 64 be suspended in relation thereto.

Your Committee further recommends that it be empowered to sit while the House is in session.

All of which is respectfully submitted.

R. D. MORAND,  
*Chairman.*



# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,

COMMITTEE ROOM 429,

FRIDAY, March 9, 1934.

(Organization Meeting)

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended at the last session of Parliament, met at 10.30 o'clock a.m., for organization, the following quorum being present:—

*Messieurs:* Beynon, Gagnon, McKenzie (*Assiniboia*), McLure, and Morand—5.

On motion of Mr. Gagnon, seconded by Mr. McKenzie, Hon. Mr. Morand was unanimously elected Chairman of the Committee.

Dr. Morand took the Chair.

The Chairman thanked the Committee for electing him to preside over its meetings, and said he hoped that the discussions would be carried on in the same agreeable and harmonious manner as had characterized the meetings of the radio committee of 1932.

Mr. Beynon inquired as to the anticipated scope of the inquiry to be made by the Committee, to which, in reply, the Chairman read the order of reference, showing the powers of the Committee under it.

Some discussion took place as to any other matters which could be dealt with at the present meeting, and the Chairman suggested that it might be advisable to name a subcommittee to prepare agenda for subsequent meetings.

On motion of Mr. Gagnon, seconded by Mr. McKenzie, it was agreed to: That the Chairman appoint three members of the Committee to act as a subcommittee to prepare agenda for subsequent meetings.

The Chairman named Mr. Gagnon, Hon. Mr. Cardin and Mr. Beynon as the subcommittee.

There was some discussion respecting witnesses to be called at later meetings, but it was finally decided to leave the matter in abeyance for the present.

On motion of Mr. Beynon, seconded by Mr. McLure, it was decided: That the Report of the Canadian Radio Broadcasting Commission be taken under consideration at the next meeting of the Committee; and that the clerk of the Committee send a written request to the Chairman of the Commission, to appear before the Committee at that meeting to explain said report.

There being no further business before the meeting, the Committee adjourned to the call of the Chair.

E. L. MORRIS,

*Clerk of the Committee.*





# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,

COMMITTEE ROOM 429,

FRIDAY, March 16, 1934.

The Select Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended at the last session of Parliament, met at 11 o'clock a.m., the Chairman, Hon. Mr. Morand, presiding.

Members of the Committee present,—*Messieurs*: Ahearn, Beynon, Gagnon, McKenzie, McLure, Morand, and Wright—7.

In Attendance.—Mr. Hector Charlesworth, Chairman; Mr. Thomas Maher, Vice-President, and Lt.-Col. W. A. Steel, M.C., Commissioner; all of the Canadian Radio Broadcasting Commission.

The Chairman referred to numerous communications being received relating to radio matters, and desired the views of the Committee as to whether or not they should be read into the records or filed with the Committee for further reference.

After discussion, on motion of Mr. McKenzie, seconded by Mr. Gagnon, it was agreed to: That after note being made in the minutes of each communication, same to be placed in hands of subcommittee for further reference, as required.

The following were submitted at this day's meeting:—

1. Letter from W. T. McGibbon, Victoria, B.C.
2. Letter from A. Davis, Fulford Harbour, B.C.
3. Letter from President, Moose Jaw Radio Association (Station CHAB).
4. Memorandum from group of musicians (23 signatures), Toronto.
5. Memorandum, and additional printed matter from Mr. R. W. Ashcroft, President, Dominion Broadcasters' Association, Toronto.

Consideration of the Report of the Commission for the calendar year 1933 taken up.

Some discussion respecting delay in receiving the Report, Committee members having had no time to peruse it and base their questions regarding it.

Mr. Charlesworth called as witness to make explanations regarding the various subjects in the Report. Witness was questioned on matters under each heading, and explanations given. Witness retired with the understanding that he would be called again at a later date.

Colonel Steel called for explanations respecting technical radio matters, pertaining to broadcasting, stations, costs, present conditions of different stations, etc. Witness retired.

It being 12.30 o'clock and the Committee not being prepared to make extensive inquiries at today's meeting, it was decided not to proceed further until a later date.

The Chairman referred to the matter of printing the evidence, and the number of copies required. The Committee agreed that the same number as were printed for the Committee of 1932 would be satisfactory.

On motion of Mr. Gagnon, seconded by Mr. Beynon, it was ordered:—

That the Committee recommend to the House that 700 copies in the English language and 300 copies in the French language of its day to day proceedings and evidence which may be taken, be printed for the use of the Committee and for distribution to the Members of the Senate and House of Commons; and that Standing Order 64 be suspended in relation thereto.

That the Committee further recommends that it be empowered to sit while the House is in session.

Report to be made to the House as a First Report.

The Committee adjourned to the call of the Chair.

E. L. MORRIS,  
*Clerk of the Committee.*



## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,

March 16, 1934.

The Select Special Committee on Radio Broadcasting met at 11 o'clock, Mr. Morand presiding.

The CHAIRMAN: Gentlemen, the first thing I would like to do to-day is to deal with correspondence which has come to the committee. For example, I have here a letter from Victoria, B.C., addressed to the committee.

There are a number of such letters coming in, many addressed to me personally, and not to the committee. Some are addressed to the committee. What is the view of the committee with regard to these letters? Do you want all of them read, or do you want them filed to be available to the committee?

Mr. BEYNON: I should think you would be wise to read them all to the committee because if you did not the question might arise at some time from somebody outside of the committee—not within the committee—that perhaps you have kept from the committee information that should have been given on some representations that were made to the committee. I think all communications to the committee should be read unless they become so voluminous that it is found impossible to do so.

Mr. AHEARN: Could you not file them and have them available to the committee?

Mr. GAGNON: We could form a committee to study them, otherwise we might be flooded with letters.

The CHAIRMAN: There are quite a few of them now, and they are coming in rather rapidly. It is free to send letters to the committee without even putting a two-cent stamp on them, and we are going to get a lot of them. I would suggest personally that the names of the writers and the places from which the letters come be noted and that the letters be available in a file to any member of the committee who wishes to look them over. That would be an easier way to handle them, and it would, I think be a fair way.

Mr. WRIGHT: They are all expressions of individual opinion, are they?

The CHAIRMAN: Most of them.

Mr. MCKENZIE: We had a sub-committee appointed for that; why not leave it with them.

The CHAIRMAN: Will you make a motion?

Mr. MCKENZIE: Yes; and that the file be available to all members of the committee.

Carried.

The CHAIRMAN: Gentlemen, we have to go over the report of the broadcasting commission, and the chairman of the commission is available for questioning and explaining the report. Is it agreeable to have Mr. Charlesworth to be heard now?

Mr. BEYNON: Mr. Chairman, I had expected that we would have this report in our hands for some time before Mr. Charlesworth made his explanations. Personally, I am in no position to ask him any questions about the report because it came to my hand about five minutes ago.

The CHAIRMAN: That is unfortunate.

Mr. BEYNON: Well I suppose there will be no objection to his making a statement on it this morning provided he would be available later to answer questions; but I do not think we could give any intelligent consideration to a report which we received only five minutes ago.

The CHAIRMAN: I think that is agreeable. Mr. Charlesworth will be available at any time for further questioning, I am sure. We will notify him, and he will be here. I do not know why this report was so delayed, but something happened and it did not get here.

Mr. BEYNON: It is easy for things to happen that way.

Mr. McLURE: Why not have a statement from the chairman of the commission while he is here?

The CHAIRMAN: I would suggest to the committee that we go over the report by headings and that we ask Mr. Charlesworth to give us some explanation of the various items with respect to them.

Mr. BEYNON: I assume there is a reporter present in the committee who will take down the observations of Mr. Charlesworth.

The CHAIRMAN: Yes. There is a reporter present.

HECTOR CHARLESWORTH, called.

The CHAIRMAN: First there is the introductory paragraph; there is nothing in that. Then follows the report of Major Gladstone Murray. Major Murray was here and made a survey and report. Mr. Charlesworth, would you like to tell us something of the work of Major Murray and the report he made?

The WITNESS: Arrangements were made by the Prime Minister, and the announcement was made by the Prime Minister that Major Murray would come to Canada to advise us previous to the appointment of any member of this commission. It was expected he would be here somewhat earlier. That was my information when I accepted the chairmanship—when I was sworn—but for various reasons—partly because of the absence of Colonel Steele in Europe, who was detained for three months—Major Gladstone Murray did not come until somewhere toward the end of March, I think.

The CHAIRMAN: That would be March, 1933?

The WITNESS: Yes, March, 1933, just a year ago. The arrangement was to bring Major Murray here, and it was made by the Prime Minister through Honourable Howard Ferguson, Canadian High Commissioner. By the time he had arrived the set-up was well under way, and we had fixed our plans, but we obtained much very valuable advice. He was of great assistance to us in discussing the powers we had to have if we are going to make our Commission operate effectively.

*By Mr. Beynon:*

Q. Did he make a written report?—A. He made a report. Yes, I think it was sent to all members of the House of Commons. It was sent to the commission members.

Mr. GAGNON: It was filed in the House of Commons.

The WITNESS: He issued a report about June, I think, after he went back to England. Copies of that report are available in our office if anybody wants to see it.

*By the Chairman:*

Q. Would you send down enough of those reports for the use of the committee?—A. Yes. If they are not now available I will have copies made.



Q. Are there any questions on the report by Major Murray to the commission?

Mr. AHEARN: Are we to ask questions to-day, Mr. Chairman? I have not had a chance really to read the report.

The CHAIRMAN: You can ask questions to-day or later, after you have read the report.

Mr. AHEARN: I think it would be better if Mr. Charlesworth made his statement and no questions were asked, because I do not see how we can ask him questions. I have not seen this report before.

The CHAIRMAN: Of course, this was filed in the House on Tuesday morning.

Mr. AHEARN: Yes, Mr. Chairman, but I tried to get it all day yesterday and I could not get it; I got it just a few minutes ago.

The WITNESS: With your permission, Mr. Chairman, I should like to say that this report left our hands on February 2nd. It was only at nine o'clock this morning we learned that copies had not been distributed; we thought they were being distributed through whatever machinery there is for that purpose, in the usual way.

Mr. WRIGHT: I would be inclined to recommend that Mr. Charlesworth make a general explanation of the report this morning, and leave the questioning to another meeting.

The CHAIRMAN: Then we shall go on to the next heading, Broadcasting by the Commission. Do you wish to elaborate on the report in that connection, Mr. Charlesworth?

The WITNESS: I think you will find everything we have to say on that in this general introduction, and later in great detail in the report of the program department, which is on page 12. I do not think there is anything I can add to that.

The CHAIRMAN: What about wire transmission services?

The WITNESS: Of course that paragraph speaks for itself.

The CHAIRMAN: May I ask how many trans-Canada wire services you have at your disposal?

The WITNESS: At the present time we are using the wire services of the Canadian National Railways and the Canadian Pacific Railways. They have charge of the whole matter. I believe, in certain sections, in order to provide for a network, they utilize other services; but Colonel Steel can advise you more fully on that point. In the main, it is all carried at the present time by the railway telegraph companies.

*By Mr. McKenzie:*

Q. On page 6 under the heading, "stations using commission programs," it indicates the number of stations under your control using commission programs. What proportion of stations or how many stations are there not using commission programs?—A. Those vary.

Q. There are certain basic stations?—A. Yes, in addition to the ones which we lease or own. Some of the stations that we use at the present time we do not control. They ask for those programs. It varies at different times. We get requests frequently for certain programs. Sometimes they want several programs during the week. We make no compulsion on stations which we do not control ourselves, or with which we have no arrangements, to use our programs. In a great many cases the stations are very glad to use them. In fact, in the city of Toronto there was such a demand for our programs by all stations that we had to limit the number of stations that were using our programs because the public was complaining they could get nothing else at cer-

tain hours but commission programs. Last summer, when we started on a large scale, practically all the stations in Toronto wanted to use our programs. That condition on a more limited scale prevailed in other parts of the country. We try so far as possible, to get our programs through all the areas of Canada without depriving the public of other programs. If there is another station available which could give them a decent program, we do not, to put it colloquially, endeavour to hog the air entirely.

*By the Chairman:*

Q. Are your programs available to stations other than your basic station, if they wish to take them—smaller stations?—A. Yes, usually, unless under these circumstances I have described, and another barrier in connection with that,—unless it involves our making an extra expenditure to transmit for which we have no provision. There are a few instances of that kind,—not many.

Q. I notice on page 7 you deal with Maritime networks, and so forth. Can you explain these networks to the committee?—A. Well, the Maritime network covers programs that are sent exclusively over that region. Perhaps I had better begin at the bottom. The national network covers all Canada. The western network includes central, midwest and Pacific networks. It practically means everything west of the Great lakes. The eastern network includes the Maritimes, and the mideast network means practically everything from Fort William to Halifax. The midwest network, you see, includes Manitoba, Saskatchewan and Alberta; the Pacific network, Alberta and British Columbia; the central network Manitoba and Saskatchewan.

There are certain programs that are of local interest like hockey matches, for instance, and things of that sort. We sometimes release time because there is such an enthusiasm for hockey. If it is a matter of purely local interest, they are not put on the local network. There are certain programs that are of purely local interest.

*By Mr. McKenzie:*

Q. Is it the intention of the Broadcasting Commission eventually to take control of all broadcasting in Canada?—A. Well, that is what we hope to do. That is provided in the Act. That is the aim of the Act. There is, I believe, a clause in the Act—I have it here somewhere—which provides for small stations which cover purely local districts.

*By Mr. Ahearn:*

Q. How many private community stations are there in Canada?—A. Just what do you mean, Mr. Ahearn?

Q. I mean privately owned stations outside the commission?—A. There would be a little over sixty, most of them small.

Q. Are they allowed to work out networks among themselves?—A. With permission from the commission.

Q. Has it ever happened?—A. Oh, yes. We give permission all the time for hook-ups, but we have to supervise the hook-ups because there would be endless confusion if we did not.

Q. What I mean, Mr. Charlesworth, is this: suppose one of them has an American program such as the Columbia program on, would not Toronto, Ottawa and Montreal be allowed to hook-up?—A. We do not permit the extension of American advertising programs beyond the stations which before the commission took charge had contracts with these systems. I can name the stations to you now, if you wish.

Q. Yes.—A. The Columbia Broadcasting system sends its programs to CKAC, La Presse, Montreal; to CFRB, the Rogers' Majestic station, Toronto, and CKLW, London and Windsor. The NBC sends its programs to the Mar-

coni station, CFCF, Montreal, and to CRCT, Toronto, which passed under our management last spring. We do not intend to allow those American advertising programs to be extended beyond the stations where the contract exists. The reason for that is very plain. I happen to know that all stations throughout Canada would be flooded with American programs, and it would deprive Canadian artists, of whom we employ a great many, Canadian entertainers and Canadian continuity writers of a great deal of work; and it would be practically handing over the entire radio business of Canada to the two big networks of the United States.

Q. I find in this city a great many people who would like the same privilege as Toronto and Montreal have, of hearing these American programs?—A. They can hear them now by turning to Montreal.

Q. Yes, but it is difficult to get, sometimes.—A. If we handed over our network to the American networks, it would mean the abolition of Canadian programs altogether.

Q. I do not think so. If the permission was given only occasionally, would it not be all right?—A. There have been five or six different people trying to extend the American networks in Canada. What we have said to these people, especially one very large and powerful corporation, is this: You should go to Montreal or Toronto, or some other point, and organize a Canadian program by Canadian artists, and we will give you every facility that is in our power to give you to send those programs through Canada.

*By the Chairman:*

Q. How many artists and entertainers do you employ during a week in Canada?—A. On an average, about 800.

Q. About 800?—A. Yes; that is, some of them are orchestra players who may be on for just one entertainment, but the total of orchestra players, individual performers and singers, people in various parts of Canada, would, I should estimate, be about 800.

Q. The number on the average is 800?—A. Of course, 800 does not represent the entire personnel. I should say during the past year we have employed at various times, at least 2,500 people, perhaps some in a smaller way than others. The personnel shifts from week to week.

Q. The programs that Mr. Ahearn is referring to are advertising programs from the United States, are they not?—A. Yes.

*By Mr. Ahearn:*

Q. I think a great number of people all over Canada would like to hear these programs with the same degree of clearness that they are heard in Montreal and Toronto. I cannot understand why these other stations should not be given the same privilege. I do not mean to say they should be allowed to fill up their programs with the Columbia Broadcasting system's program, or the National Broadcasting system's programs, but an occasional hour could be given to them. I cannot understand why every small station in Canada should be deprived of that privilege.—A. Well, I think to make any alteration, you would have to change the preamble of the act. I do not see the preamble here, but the general purpose of the act, as defined to us by the parliamentary committee of 1932, and the clear intention of the committee, as I read the report, was to limit advertising, or keep it within some sort of reasonable limits, and develop the Canadian field.

*By the Chairman:*

Q. In the act there is provision made for exchanging programs with the United States. You have had some of those programs in Canada?—A. Yes;



we bring in a number of very fine programs from the United States that carry no advertising, as sustaining programs. When they are fed into Canada, they become our programs, and in exchange we give Canadian programs.

*By Mr. Gagnon:*

Q. As a matter of fact, since November last, you have broadcast those programs all over the Canadian network?—A. Yes. We have two programs, probably the finest programs of their kind in the world. One originates with the Columbia network, which is the New York Philharmonic orchestra, and that organization is practically the finest of its kind in the world. We send that out on Sunday afternoon all through Canada. On Saturday afternoon we have a broadcast from the Metropolitan Opera House, by arrangement with the N.B.C. Of course, as you know, the Metropolitan Opera House is at present the leading opera house, and uses the most famous artists in the world. We also use "Hands Across the Border," which was heard last night, a very good studio program, and which carries throughout the United States advertising for Canadian scenery.

*By the Chairman:*

Q. That is a Canadian program going into the United States?—A. No, it comes from the United States. In addition to that, we have sent a good many of our programs to the United States in exchange. Our French programs are very popular in the United States, and in the past month I have received letters asking us to put back on the air the Grenadier Guards' Band of Montreal. In addition to that we have given them many other programs, for instance "Gaiety and Romance." They change from time to time. I think we have sent all told about eight or nine different programs to the States, that is, eight or nine of our very best programs.

Q. Those eight or nine programs have been sent for how long a period of time?—A. Well, all are not on the air all the time. Sometimes they will say we will take the Grenadier Guards' Band of Montreal for ten weeks, perhaps. Then they may be filled up with something else, and then they will ask us for another of our Canadian programs. In the United States advertising has suddenly grown so that they do not ask us now for so many of our sustaining programs, but whenever they ask us for one we let them have it. For instance, this very week we have a request for a Canadian broadcast "Parade of the Provinces." That has covered each Province of Canada, with a couple of little dramatic episodes from the history of each province and some characteristic music. That program has been asked for by the National Broadcasting Company. Those nine broadcasts will be sent throughout the United States very shortly. It is a very generous thing on the part of N.B.C. because it is a splendid advertisement for Canada.

Mr. AHEARN: We should reciprocate.

The WITNESS: We are. None of these programs carry advertising at all.

Mr. AHEARN: I do not think the people are so worried about advertising.

Q. Has not the exclusion of advertising deprived the people of Canada of a lot of the programs that probably they most enjoyed?—A. We have not excluded any good American programs from Canada. Stations which carry the United States net works are carrying them every day, but we feel that we cannot carry on our work successfully in Canada if we are to hand over the air to the American net works, and that is exactly what it means.

*By the Chairman:*

Q. Could you tell us, Mr. Charlesworth, how much of the time of the stations that now carry Columbia and N.B.C. take, carrying American programs?—A. How much of the time?

Q. Yes. For instance, CFRB, or the Windsor station, or CKAC, how much time do they actually take with American programs?—A. It varies. I cannot tell you without the figures in front of me. I believe you come from Windsor, Dr. Morand, and in connection with your station up at Windsor, we have had complaints from Western Ontario that they get too few broadcasts of Canadian origination owing to the American contracts.

Q. If you take these programs that want to come over from the United States over your station CRCT in Toronto, what particular time of the day would they come in and how much of the time of your stations would be absorbed?—A. They can have all day-on that station—

Q. What I am trying to get at is this, how much time would there be left for Canadian programs if you take the offered programs from N.B.C. and Columbia such as are now coming in over CFRB.—A. Not very much I fear.

Q. There would not be much time left?—A. No, there would not be much time left.

Q. For Canadian programs?—A. Yes. And then, of course, from 9 till 10 p.m., Eastern Standard Time, is our national hour when the programs go right through Canada. We have had to resist all kinds of demands to steal that national hour away from the public for advertising purposes.

Q. In other words, the ability of the advertisers in the United States to pay for time in Canada would be such that they would naturally take the time and leave none for Canadian programs if the question of price alone was the criterion?—A. Ten days ago I was talking to the chief advertising salesman of the National Broadcasting Company, a man I know very well, and he told me that if we would relax our policies, defeating the purpose of the Act, and let them in, that N.B.C., alone exclusive of Columbia, had thirty programs they could put on the air. That would represent at least fifteen hours a day.

Q. That they would put over Canadian stations?—A. Yes.

*By Mr. Ahearn:*

Q. Mr. Charlesworth, could you tell me exactly for how many hours a week CFRB has a contract with the United States interests?—A. I can ascertain that information for you, sir.

Q. I would like to hear the other stations too that have contracts with the American stations.

The CHAIRMAN: Of course, Mr. Ahearn CFRB is a private station. I would like to take that under advisement as to whether we can in this committee inquire into the business of private broadcasting corporations, asking them to submit to us their definite hours and definite contracts.

Mr. AHEARN: Cannot we ascertain how many hours a week.

The WITNESS: That can be ascertained but I can't tell you off hand.

The CHAIRMAN: We can ask them, and if they care to give it that would be their privilege.

*By Mr. Ahearn:*

Q. Mr. Charlesworth, could you communicate it to us—A. I would suggest, Mr. Chairman, that the secretary of the committee should write. You can get the information direct for the committee.

Mr. WRIGHT: Would it not be a better plan to ask CFRB to appear before the committee and furnish all that information?

The CHAIRMAN: That is agreeable to me if it is to the committee.

Mr. McLURE: I think that would be all right.

Mr. AHEARN: Can we call any private station before this committee, Mr. Chairman.

The CHAIRMAN: Yes, we have a right to send for witnesses.

Mr. AHEARN: Well, send for the Ottawa ones to start with.

The CHAIRMAN: There is a sub-committee appointed consisting of Mr. Gagnon, Mr. Cardin and Mr. Beynon, I think. Any member of the committee who wishes anyone called, if he will give the name to Mr. Gagnon he will submit it to the sub-committee and report, and get in touch with these witnesses.

Mr. WRIGHT: While you are on that point, Mr. Chairman, Mr Turnbull met be this morning and wanted to know when we were going to sit. I told him that we were sitting this morning. He said he would like to have an opportunity to appear before the committee.

The CHAIRMAN: If Mr. Turnbull will get in touch with Mr. Gagnon he will arrange a time for him. Are there any further questions in regard to programs that the committee would like to ask at the present time?

*By Mr. Wright:*

Q. Might I ask, Mr. Charlesworth, how much new talent has actually been developed by the Commission, or are they using principally the talent that was formerly in the employ of the former stations?—A. We are using the talent that was formerly in the employ of the other stations necessarily because they represented the best and most experienced talent in Toronto and Montreal, the two chief originating points. But we have also been very successful in developing a great deal of new talent in cities of Canada which were not originating points. For instance, we have discovered some very fine instrumentalists and some very fine voices in the Canadian west; we have discovered some very good artists, some very good program builders in the Maritime provinces; we have discovered some in the city of Quebec itself; there were two on the air last night. Our policy is to give the newcomer every opportunity, of course. We have had, I should say, over 6,000 applications from people who wish to sing or otherwise entertain on the air, and in many instances these people when tested out, though they might be excellent choir singers and popular in their own communities, were hardly good enough for the air. The air is a peculiar field, because the performer at once loses all the value of personality. You hear only his voice. The majority of entertainers and singers get their prestige through their charm and personality and personal appearance. Strangely enough many of the finest voices in the world are not suitable to the air because they are too vibrant. I can give you a good instance of that, a singer who never does herself justice, who was merely put on the air because her name means a lot to the advertiser, that is Rosa Ponselle. An ordinary \$200 a week singer with a good voice is often better than Rosa Ponselle on the air.

The CHAIRMAN: Of course, that is a question of opinion, Mr. Charlesworth.

The WITNESS: Well I think it is the consensus of opinion. Of course, you have to have your anchorage on a program, the experienced radio performer providing his voice is suitable for the air, and, as I say, it is not true of all performers, but you are comparatively sure it is not a gamble when you ask such people to organize a program. I might illustrate from the situation in Toronto. We have a small nucleus there because we produce Gilbert and Sullivan operas and other English musical comedies fortnightly there. To do that we have to have in the organization two or three people who can take the principal parts, and to break that organization up after every performance would involve us in greater expense; and then for the other parts where special voices are required then we break in as many fresh new voices as we can get. We are always looking for suitable voices for those special programs of ours—programs that require quite a large ensemble. I speak more freely of Toronto because I know the entire musical field there. There is practically no singer with a good voice in the city of Toronto who has not been on the air at one



time or another, during the time we have been operating. And I think that is also true of the city of Montreal. In Vancouver we have been wonderfully successful in finding good talent. The choral work that comes out of Vancouver is not bettered anywhere in Canada. The most effective violinist for air purposes—I am not speaking of him as an interpreter, but as a performer for air purposes for the general public—is a young violinist we use from Calgary named Rimanoczy.

*By the Chairman:*

Q. Now, you have something here under Educational. What has been your policy in regard to educational features?—A. We have done as much of that work as we could without depriving people of entertainment. Our view is, that while educational features are important the public would soon resent our taking the position of school masters with them all the time. Of course, the time we have on the air except on Saturdays and Sundays is more or less limited. We have had a large number of university lectures, and great pains have been taken by the university authorities, especially Mr. Dunlop of Toronto, to see that these broadcasts were really interesting and that the speakers have mastered the art of speaking over radio before being allowed on the air. Our inter-collegiate debates have caused a great furore of interest among all student bodies of Canada. They have been intensely interesting to the students and some very brilliant talent has been heard. They have been intensely interesting too, of course, to the students' parents. We used to have a very fine series from Professor Stewart of Halifax which we are not using just now. We are now devoting the time he occupied to broadcasts from different cities by key men of the journalistic profession in Canada. We have a very fine book review, both in French and English. We have been using a remarkably fine series of broadcasts every Sunday night at 6 p.m. arranged by the Young Men's Canadian Club, Montreal. These broadcasts have covered all Canada and have introduced a great many prominent men.

Q. Pardon me, Mr. Charlesworth, are those paid for?—A. We do not pay for those Canadian Club broadcasts but we pay the transmission across Canada.

Q. The time is given by the universities and the university professors?—A. The professors receive stipends. We also pay the transmission of a very fine series of lectures by eminent members of the League of Nations Society of Canada. That is one of the most successful of our broadcasts.

The CHAIRMAN: Are there any further questions on the educational features of these programs? If not, we will pass to the next heading. I see you have got some special features here such as the celebration of the 150th anniversary of the founding of St. John, New Brunswick, by United Empire Loyalists?—A. There is a more complete list of those special features that comes under the heading of the powers that were given us for national broadcasts and matters of exceptional interest. Those come mainly in the day time. We have a provision to pay for extra time on those events. This does not embrace them all, but you will see there the celebration of the 150th anniversary of the founding of St. John which was a remarkable historical episode in the history of Canada. Then the arrival and reception of the Italian Air Armada at Shediac was a matter of most exceptional interest, because while they were going to the World's Fair at Chicago the Canadian government resolved to receive them there officially. It was a most sensational event. And then there have been important sporting events of world interest. You will also note there the Institute of Pacific Relations at Banff where very many prominent statesmen from various countries were present. And then when there is an international event that is of world interest we endeavour to carry that.

Q. Are there many demands to have these special features broadcast?—A. We get many demands. People sometimes imagine that their events are, perhaps, a great deal more important than they are. With our limited revenues, we have to consider very carefully any expenditures we make in that way.

The CHAIRMAN: Any questions, gentlemen?

*By the Chairman:*

Q. Then, your news bulletins, weather forecasts; would you explain to the committee, Mr. Charlesworth, what your arrangements are in relation to the news bulletins, and how they were arrived at?—A. When the commission first took hold, we found the whole question of news broadcast in a very chaotic condition. There were whole sections of Canada where they had no news broadcasts at all, including the city of Ottawa. Then there were places where perhaps they had too many, and perhaps still have, because we do not attempt to prevent newspapers from broadcasting. Then, owing to certain troubles in the United States—perhaps you have heard of them from the papers—there was a movement in some quarters of the Canadian press to abolish the news broadcast altogether. Then in other cases we found, in cities like Montreal and other places, the news of The Canadian Press was being pirated by private broadcasters for advertisers; so, in order to settle the whole situation and provide news broadcasts for all parts of Canada—and I had particularly in mind the millions of people who never see a daily paper—we offered to pay for a service, but the Canadian press decided to make it voluntary for us, and are cheerfully co-operating.

*By Mr. Ahearn:*

Q. Do you pay anything for it?—A. No; they refused pay for it. I would rather pay a limited amount.

Q. You might get more recent news if you did?—A. The news is recent enough for the people that do not see the papers. That service is not primarily for the people that see the papers; it is for the people that don't. These people represent about 80 per cent of the Canadian community.

*By the Chairman:*

Q. That get no daily newspaper?—A. That get no daily newspaper.

*By Mr. McLure:*

Q. 80 per cent?—A. I would say about 80 per cent.

*By Mr. Ahearn:*

Q. What I have in mind is that news that comes in about 10.30 at night; I have read it in the five o'clock edition of the Ottawa papers?—A. Quite possibly.

Q. There must be a great deal more news, for the Montreal Gazette goes to press on the first edition for the next day about 10.30?—A. Yes.

Q. Why don't we get that sort of news?—A. At the 10.30 news broadcast you will get everything that is in the "bulldog edition" as they call it, of the Montreal Gazette, if you will compare the headlines of the Montreal Gazette.

Q. I have?—A. Unless it is something of purely local interest to Montreal, you will find every important thing is in our 10.30 broadcast. We would like to extend it and make it bigger than it is, but of course Canadian Press owns the news. Canadian Press has a monopoly on the news in Canada; it owns the news.

Q. It would perhaps be well to pay them for it?—A. They have refused pay. They wished to co-operate with the commission, but they did not wish to be under the direction of the commission in their news broadcast.

*By the Chairman:*

Q. In other words, it is their news and they did not want to sell it?—A. They did not want to sell it.

*By Mr. Ahearn:*

Q. And they only give us stale news?—A. No, the news is not stale. On Sunday night last I learned from our 10.30 broadcast of the death of Mr. Justice Armour, a great personal friend of mine in Toronto, who had just died a short time previously. If you will compare your headlines in your Ottawa morning paper with what you have heard at 10.30 the night before, you will find that most of these headlines have been in the newscast you heard the night before.

*By the Chairman:*

Q. Is this handed to the commission by the press association?—A. It is handed from the bureaus of The Canadian Press at the various points in Canada to our broadcasters.

Q. They set the news that you can broadcast?—A. They write it out.

Q. They write it out?—A. Yes, and crowd as much as they can into the time; they don't want to give more than five minutes.

Q. And they give it to the commission free?—A. Yes, they give it to the commission free—or a dollar a year.

Q. The commission has no news gathering service, I understand?—A. No, we could not afford it. A news gathering service has not been a success even in the United States. The collection of news has to be run by newspaper men.

The CHAIRMAN: Are there any other questions in relation to this? If not, we will go on to your northern messenger service.

*By the Chairman:*

Q. What does that consist of?—A. That consists of personal messages to people that have relatives in the north, right across the Arctic, beyond the reach of telegraph offices; and also a news summary. It was calculated to appeal to the people exiled in there. There is nothing that we have done that has won us quite so much gratitude as that service, not merely here but in England. You will note that we communicate with the exploration expedition of H.M.S. Challenger.

Q. Is that paid for, or is that a free service to these people?—A. It is a free service to these people.

Q. Suppose someone has a relative in the Arctic, and he wishes to broadcast news of illness or death or something else; how is that arranged for?—A. He simply sends it in the briefest possible form, as we request, either to our offices down in the National Research building, or station CRCT in Toronto. I think those are the key points. I cannot tell you whether we go anywhere else, but those are the two main points. Those messages are collected, and we devote about fifteen minutes or so to the messages. Our trouble about that was that mothers wanted to send very long messages to their sons. We managed to get it down within limits, and give them news service in addition. The only trouble we had was that around Christmas and New Year's there was terrific congestion. It was very difficult to handle everything we were asked to.

Q. Is this service free to mothers and relatives?—A. Yes.

The CHAIRMAN: Are there any questions?

*By Mr. Beynon:*

Q. You also send personal greetings and that sort of thing?—A. Personal greetings, yes. The Bishop of the Arctic spoke in Christ Church cathedral some time ago and he said if the Commission had never done anything else,



so far as his parishioners were concerned it had done a magnificent thing. These people meet at a certain point in these settlements and they listen, they wait for what is coming through. Somebody gets a message; somebody is disappointed perhaps. Any of you who were in the war will remember when the post-bag arrived how the soldiers were waiting for messages from home. This means just as much to those people up there, as that did to those men.

Q. That broadcast takes how long?—A. It is half an hour, 11.30, eastern standard time, to 12.

Q. How often?—A. Every Saturday night.

Q. That is not of very much interest to the rest of Canada?—A. Well, I find that a good many people are interested. I am not interested myself, but my wife who has a boy away at a distance in another part of the world, listens in every night to hear the mothers greeting their sons. It has great sentimental interest to many people; it is one of our popular broadcasts, even with listeners down here. It gives a sense of the vastness of Canada.

*By the Chairman:*

Q. Where is it broadcast from, Mr. Charlesworth?—A. It is broadcast from our short-wave station at Bowmanville, Ontario, which is connected with station CRCT. Col. Steel, does it also go out through Middle Church, Manitoba?

Col. STEEL: It originates from Toronto and goes out from all the stations of the Canadian network.

The WITNESS: I mean, it goes to the Arctic from these short-wave stations?

Col. STEEL: It is broadcast from four different short-wave stations on different channels in various parts of Canada.

The CHAIRMAN: Any further questions on that feature of the work?

Mr. AHEARN: I think everybody agrees with it.

The CHAIRMAN: We went over the exchange of programs a while ago. The next is British Empire broadcast. Is there any question you want to ask the chairman about the British Empire broadcast feature?

*By the Chairman:*

Q. Might I ask, Mr. Charlesworth, how many British Empire broadcasts you have had in Canada during the last year? Can we get that?—A. You mean the Christmas day broadcast?

Q. Well, any broadcast that has come over from Great Britain?—A. During the last year we had the King, of course, at the opening of the economic conference. Then we had the Prime Minister at the opening of the wheat conference, I think it was, a special message that went all around the world, on June 25th. We had Ramsay MacDonald, the British prime minister somewhat earlier. We have had a considerable number, but not a vast number of these.

Q. Any musical broadcasts?—A. No, we have not had any musical ones except on Christmas day. There are certain difficulties about broadcasting across the Atlantic mid-afternoon in our time, eastern standard time, which Col. Steel can explain to you better than I can.

Q. We will come to that later.

The CHAIRMAN: Are there any questions you wish to ask, gentlemen? Any questions on the regulation and control of broadcasting in Canada?

Mr. AHEARN: Not to-day.

The CHAIRMAN: Has anyone else any questions to ask? The program department has been pretty well covered, I think.

The WITNESS: Yes, this gives you details.

*By Mr. McKenzie:*

Q. Who have you in your commission, Mr. Charlesworth who is competent to judge singers and musical programs and that sort of thing?—A. We have several. We have Mr. Stanley Maxted at Toronto, who is one of the most experienced men in radio, having been connected with it since its beginning; he is a very gifted artist himself, one of the finest singers. We have at headquarters Mr. E. L. Bushnell, who was admittedly the ablest station manager in the sense of doing a real job of program building from local material, in the radio field. That was well known to me before I took the commission.

*By the Chairman:*

Q. Where is he from?—A. Toronto. You had Mr. Bushnell before your committee two years ago. He is a very well-known figure. Then we have Mr. Arthur Dupont of Montreal, who is by long odds the most important figure in radio in French Canada. Then we have associated with him a very great artist, one of the greatest artists in America, Mr. Lionel Damais. He is one of the greatest living baritones, and a great artist. We have at Halifax a very gifted, artistic young man who is a good announcer, Mr. Frank Willis; and we have an experienced radio man in the west, Mr. Horace Stovin, at Regina; and we have our own station employees, most of whom are men of experience in the matter of program work. Our task would have been hopeless if we had brought in novices on that work. Radio is a very, very intricate thing, to get the schedules properly and to see that everything goes in a ship-shape manner is a most difficult matter.

We succeeded with our small group, especially our headquarters' men, in getting perhaps the most expert, in relation to staff, and experience in program building, in Canada.

The CHAIRMAN: Are there any other questions you wish to ask Mr. Charlesworth? If not, we will go on with the engineering activities; I see Col. Steel is here. Do you wish to hear Col. Steel in relation to this.

Mr. AHEARN: Do you not think that the same thing applies to Col. Steel as applied to Mr. Charlesworth, in that we have not been able to study this report, and we would not be in a position to question him.

The CHAIRMAN: I entirely agree with that, but I do believe this, that what is being brought out to-day will help us a great deal in forming questions, and studying it for the next time.

Mr. GAGNON: I should think, Mr. Chairman, it would be very helpful to the committee if we heard Col. Steel.

The CHAIRMAN: All right, Mr. Charlesworth; thank you.

COL. W. A. STEEL, called.

The CHAIRMAN: Now Col. Steel, would you just give us a general outline of the activities of your department? I do not expect you to do it all to-day, but you might outline the work in the engineering field.

The WITNESS: The work of the engineering section of the commission is not very extensive, and it might perhaps be better if this report were read over and questions asked at a later date. That suggestion already has been made. Our engineering work, as I said before, has not been very extensive. It has consisted largely of taking over and operating the few stations which are under the entire control of the commission; together with certain investigations which we had to make before it was possible to arrange for wire line services in Canada.

In the first paragraph of the report here we outlined the work of the commission in the engineering field under four heads: A small headquarters' section, really for the routine control of our activities throughout the country; a standardization section, as this is required to see that the various stations—not only our own but the privately owned stations—maintain their proper channels.

*By the Chairman:*

Q. Just a minute there, Col. Steel; what do you mean by maintaining their proper channel? Is that their allotted wave lengths; do they steal one another's wave lengths?—A. No, it is not a question of deliberately taking anybody else's channel or wave length, it is a matter of maintaining the transmitter in such a condition that it will not drift of its own accord from one channel to another. The allocation of channels to stations throughout North America is rather an involved subject, as perhaps you know, and Canada has a comparatively small number of channels as compared to our neighbours to the south of us. The result is that unless both the Canadian and the United States stations maintain their channels very accurately there is bound to be interference, not only between the stations in either country, but also between stations in one country and those in the other. The result is that not only do the stations themselves have to take special precautions in order to maintain their frequencies, but the commission finds it necessary to keep a pretty close watch on all stations so that if they do drift off without their knowing it we can warn them in time to avoid undue interference. This is the work which I refer to here as the frequency standardization section. That is a very important part of our work.

Q. Has that required very many changes in the existing broadcasting stations in Canada? Do you find that stations are now remaining closer to their allotted wave lengths to-day than they were say two years ago?—A. Very much closer. When the commission came into existence about a year ago there were a comparatively small number of stations in Canada who were equipped to maintain the required frequency tolerance that had been decided upon internationally. The regulations which were prepared and which were published early last spring were designed to bring all stations in Canada within the international regulations. Now, while all the stations to-day are not equipped as they should be, a very large percentage of the stations in Canada—that is both the private stations and those owned by the commission—are now equipped to maintain the required frequency tolerances. There are a few to be brought in yet, but within the next two or three months they will be brought into line with all the others in Canada. That was one of the first jobs which the commission had to undertake.

Q. That would entail some expense to all stations, both private and commission owned?—A. Yes, it would. In some cases the expense was not very great; in others it was more important. Some of the stations in Canada were obsolete at the time we came in, the equipment had been in operation anywhere from two or three to eight years, and was not up to the requirement of the international regulations.

Q. And the difficulty of that is that you are liable to pick up a station to-day at a certain number on your dial, and to-morrow it may be one, two, or three, or more points on one side or the other. What happens to the receiver when two stations get a wave length that brings them close to one another?—A. You hear on your receiving set a heterodyne whistle anywhere from 200 to 300 cycles—or perhaps to 1000 cycles—and as most of you know, it is a most objectionable type of interference to the reception of a program. There is nothing that can be done at the receiver to eliminate that heterodyne whistle, it must be done at the transmitter.



Q. And you may have that from two station a very long distance apart?  
—A. Depending upon the power of the stations.

Q. Now, I had in mind some difficulties that are now apparently being complained of, where a certain station is bothered with hetrodying or whistling in Toronto; could you give to the committee your idea of the reason for that?—

A. The difficulty existing at the present time in Toronto, particularly with station CRCT, is due to a station located near Mexico city. This is a very high power station, but unfortunately the Mexican government do not adhere to any international regulations, and the result is that we cannot approach them or bring any pressure to bear under the treaty to have them maintain the same frequency standard which we do in this country, and which are maintained in the United States. The trouble in Toronto is due entirely to Mexican interference.

Q. Does it have the same wave length as the station in Toronto?—A. Not quite, but so close that all you get from it is this objectionable whistle of about 1000 cycles, due to the frequency of the Mexican station which is varying.

Q. It has many times more power?—A. Thirty times.

Q. You say, thirty times?—A. The station in Mexico is 150 kilowatts; the one in Toronto 5 kilowatts.

*By Mr. Beynon:*

Q. You spoke of the fact that there were a number of stations that are obsolete; is the improvement in radio equipment quite rapid? —A. Yes, it is quite rapid.

Q. I suppose, the science being in its infancy, improvement will be going on much more now than later?—A. Yes, that is probably true.

Q. And I suppose that with respect to our broadcasting equipment to-day we may anticipate that for some time to come obsolescence will be quite extensive? —A. That is quite true, obsolescence is still at quite a high rate; although it is tapering off and the development in the last two or three years has not been as rapid as it was in the preceding three of four years.

Q. But in a science as new as this is it may acquire new impetus at almost any time?—A. That is largely true.

Q. Of course, nobody could foretell what it would be, but that is a condition not only within the bounds of the possible, but of the probable?—A. Yes, it is within the bounds of the probable.

*By the Chairman:*

Q. Might I ask, Col. Steel, how many stations there are in Toronto?—A. Four, sir.

Q. What is their respective strength; what kilowatts are they?—A. There are two of 100 watts.

Q. What are they?—A. Stations CKCL and CKNC, both of 100 watts. Station CRCT, that is the commission station, is 5 kilowatts—that is 5,000 watts. Station CFRB, owned by the Rogers Majestic Corporation, is 10,000 watts.

Q. Has there been any change in the strength, that is in the wattage, of your station since the commission acquired it?—A. No, sir.

Q. It is still of the same strength that it was before?—A. Exactly the same, sir.

Q. Well now, speaking for myself, I get information from various parts of the country—north of Toronto, for instance—that they used to hear that station quite well a year ago or two years ago, and to-day they cannot hear it at all; would you tell us why that is?—A. I do not think it is possible to comment on that, unless I had the field strength measurements made at the point to which you are referring.

*By Mr. Wright:*

Q. Was the channel changed?—A. The channel change was made about a year ago.

*By the Chairman:*

Q. The wave length was changed?—A. About a year ago.

*By Mr. Wright:*

Q. Would that have anything to do with the problem, changing the wave length?—A. I do not think so as the change was very small.

*By Mr. McKenzie:*

Q. You spoke of the interference from that station on the border of Mexico being responsible for this whistling sound in the Toronto station; does that apply to other stations across Canada?—A. Oh, yes, there are a number of channels in Canada that are being interfered with by Mexican stations in a similar manner.

*By Mr. Gagnon:*

Q. If we could build some high power stations would it remedy the situation?—A. In my opinion the only way to get around that difficulty is to build a number of high power stations in Canada.

*By Mr. Wright:*

Q. A number of high power stations, that is if we are going to maintain our position; if we are to retain our position?—A. It is absolutely essential if we are to retain our position, that we should get a number of high power stations in Canada.

*By Mr. Ahearn:*

Q. How many would you say, Colonel?—A. We must have at least two, possibly three; that would give fairly good service.

Q. What would a station of that power cost, approximately?—A. Complete?

Q. Yes.—A. Oh, approximately \$400,000, everything included.

*By the Chairman:*

Q. You mean that figure would include property, and so forth?—A. I mean property, buildings, masts, and antenna system, power plant, transmitter—all the equipment complete.

Q. How strong would such a station be?—A. A station of at least 50 kilowatts—50,000 watts.

*By Mr. Ahearn:*

Q. What effect would that have on the little stations in Canada, would it drown them out?—A. None whatsoever. They would be placed on channels that would not interfere with the small stations in Canada.

*By the Chairman:*

Q. And they would stay definitely on their wave length?—A. Oh, yes.

Q. Is there very much difference, Colonel, between the coverage of a 50,000 watt station and a 150,000 watt station; such as the one they have in Mexico, for instance?—A. Well, the question of coverage is one which it is a little bit difficult to deal with. There are two things that you must consider; there is the area within which the station can give first-class service, then there is the area outside of the service area, in which that station can cause a great deal of inter-

ference. Now, the interference area of a 150,000 watt station goes up tremendously over that of a fifty thousand watt station, but the actual service area only increases about 70 per cent.

Q. If you had a fifty thousand watt station in Toronto, would you still get that hetrodyne whistle, or would that do away with the whistling caused by the distant station?—A. What would happen with the installation of a 50,000 watt station in Toronto would be that within the area which would be covered—a very large percentage of Ontario—you would not have any interference from the Mexican station within that area. You might get a certain amount of interference from the Mexican station at other points where the strength of the signal from the high power Toronto station was reduced by distance to approximately what you now have in Toronto; then you would again have interference from the Mexican station, but that area would be pushed away back perhaps 100 to 200 miles.

*By Mr. Ahearn:*

Q. Your submission, Colonel Steel, is that it is the obsolete stations that caused the confusion in the allocation of the wavelengths a year ago. There was a great deal of complaint at that time, and a good deal of confusion. Your submission is that it was because of the obsolete equipment of the stations, and not because of the wavelengths allocated?—A. The greater part of the difficulty at that time last year in Canada was due to obsolete equipment.

Q. And not to the wavelengths allocated?—A. The greater part of the difficulty was due to the obsolete equipment.

*By the Chairman:*

Q. You have made some changes, Colonel, in the allocation of wavelengths. Why was that necessary?—A. When we came into existence last spring we found that a treaty—or, at least, an exchange of letters had been effected between Canada and the United States, in which provision was made for additional channels both clear and shared for use in Canada, and this was passed over to us and we immediately started to put into effect the terms of this agreement. That agreement, I believe, was signed in May, 1932. To-day we have, with only a few minor exceptions, been able to effect all of the changes and to put that agreement into operation completely.

Q. Following that question, Colonel; you got some new channels a little over a year ago under the agreement you referred to. How many of those clear channels are now in use in Canada; how many of those new channels are now in use in Canada?—A. They are all in use.

Q. They are all in use in Canada?—A. They are all in use in Canada.

*By Mr. Beynon:*

Q. Could we not have copies of that agreement for this committee?—A. I have no copies. They would have to be obtained through the department of External Affairs.

The CHAIRMAN: They are in Hansard of 1932.

Mr. BEYNON: Is the agreement there?

The CHAIRMAN: The agreement is there. The Prime Minister read it into the record at that time.

Mr. AHEARN: Did you take part in drawing up that agreement in Washington?

The WITNESS: That was done by the Canadian Minister at Washington.

*By Mr. Wright:*

Q. Might I ask if the exchange of channels was beneficial to the people of Canada? There is a great deal of doubt on that point?—A. I can only give



my own opinion. My own opinion is that it was of tremendous advantage to Canada, and our experience of the past year would lead me to believe that my opinion was correct.

Q. The point is much disputed that the channels assigned to us were all heavily overloaded channels, and it is the cause of a great deal of our difficulty in certain sections of Canada in getting service?—A. That does not conform with my opinion.

Mr. BEYNON: Heavily overloaded where?

Mr. WRIGHT: In America.

*By the Chairman:*

Q. With regard to your cleared channels, were there any other stations in the United States on those exclusive channels that were granted to us?—A. On one channel there was one station 5,000 miles away. As far as I know we have had no difficulty.

Q. Then there were no stations at all on those particular clear wavelengths?—A. None whatsoever.

Q. With regard to the shared wavelengths, do you remember how many new shared channels were allotted to us in 1932?—A. I think seventeen.

Q. How many of those were then in use in Canada, do you remember?—A. I would have to look it up to give you the exact figures, but there were about twelve or fourteen of them that had never been used before.

Q. And that are now being used?—A. That are now being used.

Q. Are you getting much interference from these other stations in the United States on those same shared channels in Canada?—A. On shared channels, of course, you have to be prepared to put up with a certain amount of interference outside of a certain limited area around a station. Those shared channels are used on our lower powered stations which are only intended to serve a limited area. Within that area we have had very little interference. There have been a number of cases where some interference developed and we have had to make a change in the channel; but at the present time we are getting as good service as we can expect to get through a shared channel.

Q. Have you had, during the last year, much interchange of work between the United States and Canada in relation to these channels?—A. There has been some interchange, mainly by letter, in order to assist us in putting into effect the agreement that had already been reached.

Q. There is no difficulty with the United States Commission with respect to any adjustment?—A. None whatsoever. We have had the very best of co-operation from the Federal Radio Commission at Washington.

Mr. AHEARN: How can we find out, Mr. Chairman, who was the technical adviser? I understand it was done through the Minister at Washington; is that right?

The WITNESS: The Minister at Washington.

Mr. AHEARN: Who was the adviser? Was it the Radio department, or the Department of Marine and Fisheries that was in charge of that? Who advised the Minister?

The CHAIRMAN: I imagine, Mr. Ahearn, that a question on the order paper would give you that information.

Mr. AHEARN: Perhaps I had better put it on the order paper.

*By Mr. Gagnon:*

Q. Colonel Steel, may I ask you for some details about broadcasting in the province of Quebec. I understand from complaints that after CRCM station began to be operated there was some trouble with respect to reception in the eastern part of the province of Quebec?—A. The channel used by CRCM is another channel which is rather seriously interfered with by one of the Mexican stations.

Q. That is the same situation as exists in Toronto?—A. The same type of trouble.

*By Mr. Wright:*

Q. Has the number of amateur channels increased very much? Are you still holding those to 25 Watts?—A. The number of stations—so-called amateur broadcasting stations in Canada—has decreased, it has gone down from seven to two in Canada, because most of those stations have requested permission to transfer to the commercial class, and we have given permission to three stations to go into the commercial class, and two others have voluntarily withdrawn from the field. It is a class of service which, at the present time, does not seem to be required in Canada. The small local station is taking the place of the amateur broadcasting station. The only two in operation are in Ontario.

*By the Chairman:*

Q. Col. Steel, we stopped you at number 2. Number 3 is as follows: "A field survey section to study the operation of broadcasting stations and to advise regarding the proper locations for transmitters in order to improve reception conditions generally." Would you tell us what work has been done in respect to that?—A. Up to date, very little work has been done. That section was just started last fall before the bad weather set in. The necessity for that section lies in the fact that we have received quite a number of complaints, and also quite a number of requests from stations in Canada for assistance. In order to give that assistance, it is necessary to make a field survey in the area surrounding the station; that is, throughout the area served by that station, and also to be in a position to go to the station to make certain measurements and tests there, before we can advise them as to the proper equipment to install, or the proper adjustment to make in order to get the most efficient use from their equipment. There is a big field for that in Canada. We hope to develop this service in the interests of all stations in Canada.

Q. To the interest of the station or to the interest of the listeners?—A. The interests of both, Mr. Chairman. If we improve the operation of the station that automatically improves the result as far as the listener is concerned.

Q. The primary idea being to improve the reception at the receiving end?—A. This service is not intended to supplant, nor does it take the place in any way of the interference inspection service operated by the Marine department. This is a service to transmitters, because by improving the transmitter we can improve the service to the listener.

Q. "An engineering staff for the operation of the stations owned and leased by the commission." Have you any explanation to make on that?—A. I think that explains itself.

*By Mr. Ahearn: -*

Q. What is the number of the staff; how many people are employed?—A. I would not be prepared to give you an exact answer to that at the present time.

Q. You can give it later on?—A. I can give it to you, if you want it. I can say now approximately the number we have. We have an engineer and about two operators at each station. It varies slightly with different stations.

*By Mr. Wright:*

Q. How many stations are actually owned and how many are leased by the commission?—A. We own stations in Ottawa and Vancouver; we lease the stations in Chicoutimi, Montreal and Toronto.

*By the Chairman:*

Q. What has become of the stations you obtained from the Canadian National?—A. We only took over three stations from the Canadian National.

The one in Moncton was closed down last fall because it was obsolete, and we did not have the money to bring it up to our own specifications, or our own regulations. In other words, it was a very obsolete transmitter.

Q. Where were the others, one in Ottawa—A. And in Vancouver. These two are still in operation.

*By Mr. Beynon:*

Q. What was the amount paid for the Moncton station?—A. It was not sub-divided. We paid \$50,000 for all facilities we took over from the Canadian National Railways. That was approved by parliament last spring.

Q. That involved how many stations?—A. It involved three stations and two studios, the studios being in Halifax and Montreal.

*By Mr. Ahearn:*

Q. Were all the stations that you took over scrapped?—A. No, sir. As I said, we only closed down the one in Moncton, the others are still in operation.

*By the Chairman:*

Q. Is the equipment in Moncton being used any place else?—A. Not yet; it is not good enough to be used anywhere.

*By Mr. Beynon:*

Q. In deciding to take over these stations from the Canadian National, I assume you made a survey of their equipment and placed a value upon it?—A. Well, this was done, as you remember, last March. We discussed it with the Canadian National Railways, and arrived at the value which they placed upon it, namely, \$50,000.

Q. Did you, as a commission, make a survey of the equipment?—A. You mean, did we actually go and inspect the equipment?

Q. Yes.—A. No, we did not. There was no time to do that. We knew, or at least one or two of us knew what existed. I had been in all stations. We had their reports, and their lists of equipment and all information which we wanted to get was available from their engineers.

Q. What I mean is this. In arriving at this \$50,000 did you assign any value to the different parts of the equipment?—A. Yes.

Q. What value did you assign to the Moncton equipment?—A. I would have to look that up. I have not the information here.

Q. You will let us have that information later?—A. Yes, I can, if wanted. I believe that is all contained in the report to parliament.

Q. When was the report made?—A. Last spring, when the report was put through the house; but I can obtain that information for you.

Mr. GAGNON: It was thoroughly discussed in parliament.

*By Mr. McKenzie:*

Q. Will you give us some details of the \$17,814.59 spent in Ottawa? Where is that located?—A. Is that in the financial report?

Q. Yes; it is contained in the statement of expenses on page 20.

Mr. McLURE: New construction.

The WITNESS: I did not hear your question. Would you mind repeating that.

*By Mr. McKenzie:*

Q. On page 20 is given an outline of expenditures, and I should like you to give us some details as to how that money was expended. What have you in the way of buildings and equipment?—A. You are referring to the item under new construction?



Q. Yes.—A. That item of "new construction," to the best of my knowledge at the present moment, is the apparatus installed in the station at Hawthorne, Ontario. As you know, we moved the transmitter from Ottawa to Hawthorne, which is about five miles down the Russell road. That item is the equipment installed in that station.

Q. It is up-to-date equipment?—A. Up-to-date equipment.

Q. How does it compare with what you bought from the Canadian National Railways in Toronto and Vancouver and those other places?—A. It is much more up to date equipment, because it is new. The equipment now in use in Ottawa is the most up to date apparatus we could buy.

*By the Chairman:*

Q. What was the equipment; was there a transmitter bought?—A. A transmitter, a power plant and the necessary measuring equipment and speech input apparatus.

*By Mr. McKenzie:*

Q. The transmitter is 1,000 watts?—A. Yes.

The CHAIRMAN: Gentlemen, it is now 12.30. We have gone over a lot to-day, although we did not have very much time to read the report. We have to obtain from the house the privilege to sit while the house is in session, as well as the right to print the evidence. I think it is advisable that we should have this permission. We certainly cannot go over this subject during the time that the house is not sitting. Will someone make a motion to that effect?

Mr. GAGNON: I move that, Mr. Chairman.

The CHAIRMAN: How many copies of the evidence will we need in English and in French?

Mr. AHEARN: What is the usual number printed?

The CLERK: We had 700 in English and 300 in French at the last committee.

Mr. MCKENZIE: Did that seem sufficient?

The CHAIRMAN: We had plenty last year.

Mr. GAGNON: I move that we print 700 in English and 300 in French.

The CHAIRMAN: It is moved by Mr. Gagnon that we ask permission of the house to sit while the house is in session and that 700 copies in English and 300 copies in French of the Minutes of Proceedings and Evidence be printed.

Motion agreed to.

The CHAIRMAN: Motion to adjourn to the call of the Chair is in order.

Mr. BEYNON: I move that, seconded by Mr. Ahearn.

Committee adjourned to meet again at the call of the Chair.









SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932

(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 2

---

WEDNESDAY, MARCH 21, 1934

---

WITNESSES:

Mr. Hector Charlesworth, Chairman of the Canadian Radio Broadcasting Commission.

Lt.-Col. W. A. Steel, Commissioner, Canadian Radio Broadcasting Commission.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934





## MINUTES OF PROCEEDINGS

HOUSE OF COMMONS COMMITTEE ROOM 429,

WEDNESDAY, March 21, 1934.

The Select Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 3.30 o'clock, the Chairman, Hon. Mr. Morand, presiding.

Members of the Committee present; Messieurs: Ahearn, Beynon, Cardin, Gagnon, McKenzie, McLure, Morand and Wright,—8.

*In Attendance:* Mr. Charlesworth, Chairman, Lt.-Col. Steel, Commissioner, and Mr. E. C. Buchanan, Publicity Agent, Canadian Radio Broadcasting Commission.

The Chairman submitted a list of communications received for Radio Committee up to to-day's meeting, as follows:—

Mr. R. W. Ashcroft, Toronto, Ont., dated March 8.

Mr. A. J. Anderson, M.P., House of Commons, dated March 12.

Mr. Leslie G. Bell, M.P., House of Commons, dated March 14.

Mr. E. C. Buchanan, Radio Commission, dated March 6.

Mrs. Thos. Brown, Toronto, Ont., dated March 10.

Mrs. Thos. Brown, Toronto, Ont., dated March 14.

The Prime Minister (enclosing letter from Mr. Wickens, Moose Jaw), dated March 20.

Mrs. Clara Cross, Bolton, Ont., dated March 12.

Mr. W. J. Dunlop, University of Toronto, dated March 20.

Mr. A. Davis, Fulford Harbour, B.C., dated March 20.

Dominion Broadcasters' Association, Toronto, dated Jan. 10.

Mr. W. E. Fitzgerald, Watford, Ont., dated Mar. 10.

Mr. G. Arthur Grier, Montreal, Que., dated March 19.

Mr. Allan McPherson, Orillia, Ont., dated Jan. 27.

Mr. W. C. McNaught, Toronto, Ont., dated March 20.

Mr. A. W. Neill, M.P., forwarding letter for Mr. J. G. Craft, dated Mar. 5.

Mons. Camille Roy, Laval University, dated Mar. 18.

Mrs. Ruth Thornby, Toronto, Ont., dated Mar. 20.

Mr. J. E. Walsh, Toronto, Ont., dated Mar. 19.

Mr. A. J. Wickens, Moose Jaw, Sask., dated Mar. 17.

From the sub-Committee, Mr. Gagnon moved, seconded by Mr. Beynon: That Mr. C. Buchanan, Moose Jaw, Sask., be called before the Committee at a later date and his expenses paid.

Agreed to.

Mr. Charlesworth called.

Hon. Mr. Cardin inquired relative to submitting a list of questions, which had previously been asked in the House by a member, and the Prime Minister had suggested that they could be more satisfactorily answered by the Radio Broadcasting Commission.

The witness stated that he would supply all information possible to the Committee, and leave it to the judgment of the Committee as to what should be made public.

Questions were asked by all members of the Committee present respecting general policy and detail of the work of the Commission.

Witness retired.

Colonel Steel called, examined on technical radio matters, and furnished several answers to previous questions.

Witness retired.

Rules and regulations of the Commission to be supplied to the Committee, on request of Mr. Beynon.

The Chairman announced that it was 5.40 o'clock. It being rather late to call Mr. Buchanan, it was agreed that the Committee adjourn.

On motion of Mr. Beynon, seconded by Mr. McKenzie:

The Committee adjourned to meet again at 11 o'clock a.m., on Friday, March 23.

Committee to meet in Room 268.

E. L. MORRIS,  
*Clerk of the Committee.*

## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,  
March 21, 1934.

The select special committee on Radio Broadcasting met at 3.30 o'clock, Mr. Morand presiding.

The CHAIRMAN: I have just passed around a list of letters that are now available in the file for anyone who wishes to peruse them. I think that was the understanding at the last meeting. It was understood that we keep those letters on file, and the committee could see them at any time it wished.

At the last meeting Mr. Charlesworth and Colonel Steel went over the report, and it was understood at that time they would be back to-day, and the committee given the opportunity to ask further questions in regard to it.

Mr. BEYNON: Mr. Chairman, as you know, the banking committee has been sitting very regularly since our last meeting, together with many other matters, and I was wondering if it would be suitable or convenient to the committee to go over this Gladstone Murray report.

The CHAIRMAN: Before?

Mr. BEYNON: Yes. Probably Mr. Charlesworth would go over it with us, and tell us as to how far they have implemented the suggestions.

HECTOR CHARLESWORTH, called.

I have not seen or looked at the report for six months or so. I think there were a dozen copies sent down.

The CHAIRMAN: I think we can go on with what was suggested last time, and then at some future time we can go over this report. Mr. Charlesworth will always be available, and some of the other members will be better prepared then.

The WITNESS: Before we proceed, Mr. Chairman, I would like to correct a muddled statement that I made at the last meeting with regard to the news broadcast. Is that permissible?

The CHAIRMAN: Yes.

The WITNESS: When I read my own evidence with regard to what I said about 80 per cent of the people of Canada I saw that I had not made myself clear at all. What I meant was that 80 per cent of the people of Canada did not see the evening papers, to which Mr. Ahearn was alluding, until after the broadcast was over. I had in mind particularly a very important service the Ottawa papers render up the Ottawa valley and northern Ontario, where their papers get in far ahead of any other city, but the people in those sections do not see the Ottawa evening papers to which Mr. Ahearn alluded until the next day. I think it may be a slight exaggeration, but the newspapermen generally admit that the majority of the people do not see the evening papers before our broadcasts go out. In justice to the daily papers, it would be a gross exaggeration for me to say that 80 per cent of the people do not see newspapers at all. I did not intend to say that, but apparently I did.

Mr. GAGNON: With respect to that service, may I ask if the commission has been highly praised by the American press with respect to the initiative you have taken in that regard?

The WITNESS: Yes, especially praised by the papers of William Randolph Hearst, who publishes very powerful and very widely circulated newspapers. The



new arrangement made with the United States networks and the Associated press and United press, was modelled deliberately on the Canadian system. They sent up to Canada for information. But we have a much better arrangement with Canadian Press than the American networks have been able to make with the American news services. Under the American agreement, no broadcast of news can be made on the air unless that news has previously appeared in the late editions of the evening newspapers. It is absolutely against the agreement to broadcast fresh news of any kind, or to handle it by commentary either.

The CHAIRMAN: That was what you wanted to say?

The WITNESS: Yes.

The CHAIRMAN: Are there any questions you desire to ask Mr. Charlesworth with respect to the report? Mr. Ahearn had some questions last week.

Mr. AHEARN: Where are you going to start?

The CHAIRMAN: Start anywhere in the report; we have gone over it all.

Mr. AHEARN: I want to question Col. Steel more particularly about these new stations. I may also question Mr. Charlesworth on the subject. He says that it is the intention of the commission to take over these sixty odd privately owned broadcasting stations.

The WITNESS: I said it was the hope; I did not say it was the immediate intention. We hope some day to do it.

Mr. AHEARN: It is a pious hope?

The WITNESS: A pious hope; and I think it would be good for the country too.

Mr. WRIGHT: Does that apply to sixty or only the commercial and large stations?

The WITNESS: Well, of course, it is our intention to move forward gradually and to acquire suitable stations in districts where we think we can improve conditions; but we have no definite plan laid out, simply because we have not got the capital to do that. As I read the debates in parliament two years ago, I think the tone of the discussion was that it would be a gradual process. I still believe in the usefulness of small privately owned stations. I think it is provided for in the Act that the small stations rendering certain local services like Christmas appeals and church services, things not suitable to put on a network but interesting to their local community should continue.

Mr. GAGNON: It was the intention, as I understand it, to keep the community stations in the hands of private ownership?

The WITNESS: Yes, I suppose so!

*By Mr. Ahearn:*

Q. Do you mean that the Ottawa station CKCO would be a community station?—A. I do not know what is meant by a community station. That is a very loose definition. We call them privately owned stations.

Q. So your answer to Mr. Gagnon's question applied to privately owned stations. You mean privately owned stations?—A. All that I can say is that according to the present outlook we cannot acquire many privately owned stations within the coming year. We cannot acquire on a large scale unless a policy is adopted of voting us money for capital expenditure, perhaps with a bond issue to cover it. I have not heard of any such thing.

*By the Chairman:*

Q. Under the present Act, Mr. Charlesworth, is it not true that before any stations can be taken over, the arrangement has to be endorsed by the Governor-in-Council?—A. The Governor-in-Council.

Q. That is a matter of policy that eventually must be passed on by the government before any station is taken over?—A. Precisely so.

Q. Whilst you may be prepared to advise the Governor-in-Council to do certain things, the responsibility for that rests with the government?—A. Exactly.

Q. Under the Act, as it stands?—A. Yes.

*By Mr. Ahearn:*

Q. I think you realize that this has happened to the privately owned stations since the commission came into being: first, they have been required to make large capital expenditures for new equipment, and secondly, their advertising time has been cut down very low.—A. No, no, in the majority of them the advertising time has not been cut.

Q. Is it not down to five per cent?—A. You mean the duration of the advertising?—A. Yes. That was not done by us; that was done by parliament. The Act of 1932 precisely says advertising shall be five per cent of the time.

Mr. GAGNON: The recommendation of the committee of 1932.

The WITNESS: Yes.

*By Mr. Wright:*

Q. That ruling has never been put into effect?—A. Yes.

Q. You are going on the assumption of five per cent direct?—A. We have been very successful in putting that ruling into effect, and we have had the co-operation of the American networks on that, in connection with the stations that I mentioned last week. In fact, when I went to New York to discuss the matter, I found that the high officials of both the NBC and Columbia, as well as the leading advertising agencies, were heartily in favour of restriction similar to that for the United States.

*By Mr. Ahearn:*

Q. I believe it is a good thing to cut down the advertising, but I do not want it cut down in such a way as to put the stations under a handicap, so that they cannot attract business to themselves. That is what I had in mind.—A. The theory of the best advertising experts in Canada and the United States, on that matter, is that the shorter the advertising the more remunerative it is. With an excess of advertising on a broadcast it simply offends the public and works to the detriment of the advertiser. I have discussed that matter with many eminent advertising men, and they adopted the policy or started to adopt the policy on their own account. Let me cite one case, Chase and Sanborne's coffee. They are amongst the biggest advertisers in America, and they started about two or three years ago with Eddie Cantor. They were running with nearly 20 per cent of their time devoted to advertising. Chase and Sanborne comes into Canada on one or two stations. When we asked for a schedule, we found Chase and Sanborne had voluntarily reduced their advertising to 3 per cent of the hour. They were using a full hour, and only 3 per cent of that time was advertising. In Canada they could have had 2 per cent more; but they believed that clever ad writers—and that is the opinion of all experts—could put the punch in 10 words much better than in 100 words.

Q. I do not think anybody wants advertising increased, but I was worrying about what effect it had on the private stations, in regard to attracting business to themselves. That is what I had in mind. I quite agree with you about cutting down the advertising.—A. I have had no complaints at any time that it has had any detrimental effect on the ability to get business. It depends on the size of the advertiser, largely. There are certain small advertisers who think they are not getting their money's worth unless they spill the whole story; but

radio users will not listen. They turn off their radio. Advertising men are realizing that if they force too much advertising into a program, the public takes the natural recourse and turns off the radio, and then it becomes valueless.

*By the Chairman:*

Q. This is the position in which you find yourself at the present time: The committee made the report that 5 per cent would be the amount of advertising, and the bill also says that, although it gives you leeway by permission to do otherwise, if you wish. The station owners will submit further evidence in respect to whether that worked an injury on them. The committee will have to make up its mind as to whether a change is wanted or not.—A. Yes.

Mr. AHEARN: I simply want it made clear that I am in agreement with Mr. Charlesworth about cutting down advertising, but I do not want to see these stations crippled, that is all.

Mr. CARDIN: I was somewhat surprised to hear you declare a few moments ago that the hope of taking over all the privately owned stations was but a pious hope. I got into my mind that when the government established the Radio Commission, it was with a view of taking over the control of all privately owned stations in a relatively short time.

The WITNESS: Well, it would be a good thing.

*By Mr. Cardin:*

Q. What makes you think now that it is going to be over a long time?—A. Well, it is clear that we have not funds to take them over all at once.

Q. That it is not going to be realized for a long time to come?—A. Well, I do not know how long it would take. It would simplify our task very much if we could do that; but with the sums that have been voted to us, and are proposed to be voted to us, it looks as if it would take some time. Of course, we would like to do it; it would simplify our business very much. But that means capital, and provision for maintenance. We could make a good many of the stations self-supporting no doubt, and others we would have to close.

*By Mr. Wright:*

Q. When the committee met a year ago and spoke of the stations, I think we had largely in mind the stations of 1,000 watts or over in the larger centres that were putting on real programs, and serving every province, or at least a very large constituency. The thought we had in mind was if they went on and developed their stations, they would be taken over by arbitration or some other form, and that any station giving a service of that kind would not be interfered with until such time as the government were prepared to take the station over. Has that understanding been carried out, or have they been more or less handicapped with the fear of violating some rule and maybe their licence cancelled, or something of that kind. I have heard that on a number of occasions?—A. I do not think so. We have endeavoured to be extremely helpful to all stations, but as Col. Steel explained to you the other day, we could not permit stations to continue with obsolete equipment and run all over the dial, and spoil the broadcasts of other stations. They had to be put in some sort of decent shape.

When I became commissioner, I found stations in Canada, generally speaking, were in a much worse position than I had supposed. I had come from a city where radio had been kept fairly well up to date, with the exception of the Toronto Star station, which had been allowed to run down, and one or two other small stations. In the case of the Toronto Star, they amicably agreed to close down their transmitter. It was causing a lot of trouble in Toronto. They were very courteous about it.



The CHAIRMAN: They stopped their transmitter, but they did nothing about their printing press.

The WITNESS: No, did not say anything about that. Generally speaking we found the conditions of stations—I am not a technician, but I know something of that side of it—in many parts of the country in very bad shape. After all, the channels which are on the air are the public's, and they should not be handled in any way but the best. We have comparatively few channels in Canada, and we have got to make the best use of them we can, and see that the station owners make the best use of them.

*By Mr. Wright:*

Q. Has the commission co-operated with those stations that were doing a good job? It has appeared in the magazines and once or twice in the press, that these privately owned stations have not had that co-operation since the commission started to function. They sought for the best talent and paid good money, and instead of being helped, they are handicapped. Is that criticism fair or unfair?—A. It is unfair. We have used a great deal of talent, but undoubtedly there is other talent available, more talent than we can use. So far as technical co-operation is concerned, Col. Steel has been available day and night in giving every assistance to stations and advising them as to economies, on many occasions when the station was going to, what Col. Steel deemed, an unnecessary expense. He has given them advice of great value as to how they could save money.

Q. Mr. Ahearn has mentioned something about the rule in regard to the time spent on advertising. I have never heard any complaint about cutting down the time of advertising other than in small places where they would like a little more leeway. Who provided the rules and regulations in effect?—A. Well, we all had a hand in that, but Col. Steel naturally provided the ones on technical matters, which is a very important factor, and he will explain that to you.

Q. These other stations have been in the game for 10 or 15 years, and they have spent a lot of money and a tremendous amount of time in developing those stations. Would not the natural thing have been to ask them to come in before the rules were printed and see if they were satisfactory to operate under?—A. Well before these rules were printed, we had discussions with practically every station in Canada—perhaps that is an exaggeration, but a great many. As soon as I came to Ottawa for preparatory work, before the commission was set up, there was an enormous amount of correspondence to deal with as well as the station owners dropping in day after day. I suppose within three months I had made the personal acquaintance of the majority of the station owners in Canada; and they discussed the matter, and fully understood what was expected of them. They all admitted it. I do not think there is any station owner in Canada who had obsolete equipment that has not admitted it. You see, if I remember rightly—I stand rather on advisement on this because that matter was not discussed before parliament. I was just an outsider and was observing—there was a proviso made that no station would be recompensed for any improvements made during the period between the appointment of the Aird Commission and the adoption of the Act of 1932. The period was a little more extended than the government had expected and the result was that a great many stations went back. Take the case of a motor car. If you run it along and do not send it to the garage once in a while for repairs, it gets into bad shape. The same applies to a broadcasting station. Many of them were far below the standard equipment that is required of us in Canada if we are to maintain our treaty with regard to operation of the wavelengths with the United States. This station equipment matter is not

nearly a national matter it is an international matter. If you have a bad station in Canada, near the American border, it is bound to cause trouble in the States somewhere.

*By the Chairman:*

Q. This is the reference you had in mind, with respect to the time that the stations were advised that any extra equipment they put in would be on their own responsibility. That was after the report of the Aird Commission?—A. After the report of the Aird commission.

Q. The licences were granted subject to certain reservations?—A. Yes.

*By Mr. Wright:*

Q. Considering it may be a considerable time before these stations can be taken over and the government or the commission expecting them to produce a high class service, would not that handicap them in making large expenditure of money if there is not to be a reimbursement for it?—A. Most of them have done so. I have no complaints. Some of them have reduced their power. There is one thing that seems to throw some light on the situation. During the past two months we have had an absolute influx of people wanting to obtain licences to construct individual radio stations and obtain small licences. We have nine or ten groups from one comparatively small city alone, wanting to create new stations. If we granted all the requests that are made for licences since the first of this year from fellows who seem to think they can make money out of radio stations, we would double the number of stations in Canada. So that would indicate that many people are interested in establishing radio stations, and that nobody has received very bad treatment.

*By the Chairman:*

Q. At the present time, Mr. Charlesworth, since the Radio Act of 1932, there is no longer any fear by any station that any improvements in a make will be lost, that is, between the report of the Aird Commission when licences were granted subject to that particular clause?—A. I do not think any clause to that effect was included in the Act that created this commission.

*By Mr. Beynon:*

Q. Is it not true, Mr. Charlesworth, that anyone opening up a station now does so at their own risk, and if their licence is not continued there is no assurance or no likelihood that they will get any compensation at all, not only for the new equipment but for their station in any shape or form? I mean, there is no likelihood that the commission will take over these stations that they put up?—A. That is a point on which I think we need a careful interpretation of the Act.

Q. I mean, your policy is not to take over those stations that those people put up now?—A. Our policy is to grant as few licences as possible—to avoid unnecessary licences. Any licences that we have granted have been replacing people that wanted to go out of business or to introduce stations into large areas, such as the Prince Albert area and Northern Ontario mining areas, where no stations existed before and where stations were really needed. But we do not propose to—at least I don't and I think my commissioners are with me—permit the granting of any new station licences that would not be of ultimate use to ourselves.

*By the Chairman:*

Q. Except one hundred watt stations?—A. Well, in connection with those one hundred watt stations, we are very careful about granting them a licence unless they have a very definite usefulness in their district.

*By Mr. Beynon:*

Q. Just while we are on that point, Mr. Chairman, a complaint has come from the city of Regina that the two stations there, CKCK and CHWC, have been required to spend of the sum of \$16,000 or else close up *pronto!* Now, is that the situation?—A. It is hardly an accurate picture of the situation. They have been told they have got to put their stations in decent shape. They happen to be both owned by wealthy men especially the *Leader-Post* station.

Q. The other man is in the hands of the receiver.—A. Well, I don't know anything about his business affairs except that he is a large department store proprietor.

Q. Yes, but he is in the hands of the receiver now, the business is in bankruptcy.—A. But in its own interest I really think that the Regina *Leader-Post* would want to put its station in decent shape. In fact, I know they do.

Q. But is this not true also, that it has been indicated to them that their licence will not be extended in any event beyond probably six months?—A. Col. Steel can answer you on that point, but our general policy is that if a station shows any disposition to put itself in decent shape, then all right! but there has got to be a dead line somewhere.

Q. What I asked was this, that if they put it in shape that even then their licence may not be extended beyond six months.—A. Oh, no, that is quite untrue.

*By Hon. Mr. Cardin:*

Q. How many new stations have been established since you have taken office?—A. There has been one established at Kirkland Lake, and one at Timmins; there was a licence granted for Sudbury but they fell down on their financial arrangements much to our disappointment; one at Prince Albert; one at Hull; one at Chicoutimi, and one at New Carlisle, on the Bay of Chaleur. All those stations serve areas that had no radio service before.

Q. Do you not think that the establishment of all those new stations all over the country is going to make it very difficult for the commission to take over all broadcasting stations in Canada when you feel capable of doing so?—A. Not with those small stations. After all, our feeling is that it is very unfair to ask the people in the Prince Albert district or the Chicoutimi district to pay a two-dollar fee on their radio sets when they cannot get anything at all except some distant high-powered station in the States, and in most of these districts where new stations have been established they absolutely need them for many social uses. For instance, when I was in the West last summer the Prince Albert Board of Trade made out a very good case, referring to the social work they do, the pre-natal instructions that they can send out to the farmers' wives. Then, too, police work. Those small stations can do many things that are very useful in their localities; but which are not important enough for a net work.

Q. I can quite understand the need in places like those you mentioned, but in other places already served by established stations what is there to justify the establishment of new stations?—A. Well, we endeavour to avoid granting any new licences where communities are already properly served.

Q. It was done in Montreal. I am not passing any criticism, remember, and I would not like you to take that as a criticism on my part.—A. Oh, no, I can explain the Montreal matter to you. We tried and failed to get an outlet in Montreal to cover the Montreal district and a large area of Western Quebec with Canadian programs. The two old stations there—the only two stations of any considerable power—were in the hands of the Columbia Broadcasting System and the National Broadcasting Company, so that we found ourselves in a position where we were producing beautiful programs in Montreal and we were absolutely excluded from this populous industrial area in Canada. We discussed terms with the stations there and found we could not come to any terms at all



that seemed economic to us. Col. Steel can give you the details. However, we found that there existed a station, not a new station but a remodelled wireless station, C.R.C.M. at Laprairie; it was built during the war, I understand, and we found we could lease that property and operate it at a great saving of money. At the time we went into Montreal they had three stations, while there were six stations in Toronto.

Q. And in Quebec?—A. The city of Quebec?

Q. Yes.—A. Well, the city of Quebec situation is practically as it was, I think.

Q. Is it not a fact that they complained that the station which was enjoying a certain amount of time during the day had been curtailed and that a new station has been established and given the advantage of programs of longer duration than the other?—A. Col. Steel can give you the information. Mr. Gagnon knows the situation there better than I do.

Q. As a matter of principle, Mr. Charlesworth, do you not think that the Commission should not encourage the establishment of an additional number of privately owned stations in view of the Commission to take over broadcasting?—A. I believe in that except for places that had no radio service at all. When I learned of the situation at Prince Albert, Saskatchewan, for instance, I thought it would be iniquitous to refuse to let them have a station.

Q. Could not the Commission have established a station there?—A. No, we did not have the money, sir.

*By Mr. McKenzie:*

Q. Can you tell us, Mr. Charlesworth, what the cost of the leases of these commercially owned stations are at those different points that are mentioned in this report?—A. I have no objection to giving the information to the committee privately, but I do not think that should go to the public. It is a matter of private arrangement between the parties.

*By Mr. Ahearn:*

Q. Mr. Charlesworth, does every one hundred watt station require to move outside the city that they happen to be in?—A. We have no regulation requiring any station to move outside the city limits. The regulation is with regard to residential areas where the existence of a transmitter interferes with all the radio sets in the neighbourhood.

Q. You did move CKCO outside the city? A. That is Ottawa, you mean?

Q. Yes, Ottawa.—A. Well, yes. I happen to live in the district where that station is. I was appalled at the interference that everybody was suffering from. I would have broken the lease in the apartment house I live in if I had known. I came to Ottawa as a stranger and later found the whole district where that station is absolutely disrupted. Nobody could get decent reception. For instance one night last spring I was very anxious to hear Mr. Mitchell Hepburn on the air; we were carrying him on our own Ottawa station and I was anxious to hear him, and this other station that you speak of started an awful blast with an organ accompaniment, and what we got of Mr. Mitchell Hepburn sounded as though he were intoning in a cathedral with an organ accompaniment. In the first six months I lived in Ottawa I never went into the Rideau Club without somebody coming complaining to me about the nuisance created by that station and asking its removal. We had already taken that stand at Toronto with one of my greatest personal friends who owns the Toronto Star, because they were creating a nuisance in a residential district there. We try to be reasonable with stations unless they are creating a nuisance.

Q. Have you done it in the case of every station that happens to be in a residential district in Canada.—A. Where it was of sufficient power to annoy

anybody we have endeavoured to do so. We have given them a good deal of time and we have shown a great deal of forbearance, especially with this Ottawa station. Indeed I feel we have made ourselves unpopular in the forbearance we have shown in giving that station time.

Q. How much does it cost to move a one hundred watt station?—A. Col. Steel can tell you that.

*By Mr. Gagnon:*

Q. I would like to ask you some questions with respect to the situation in Montreal. Since the commission has been established I understand that only one new station has been granted a licence, at Laprairie.—A. Well, there was a station that was moved out from Moose Jaw to Belle Plain because they wanted to increase their power and put in a better transmitter, which would have destroyed every radio set in Moose Jaw.

Q. I understand the La Patrie station had been granted a licence by the Department of Marine prior to the setting up of the commission.—A. Yes.

Q. And you had nothing whatever to do with it.—A. No.

Q. I understood you to tell my friend Mr. Cardin that before you took over the station at Laprairie you negotiated with the other stations in Montreal. You refer to LaPresse, CKAC.—A. Yes. We had a long discussion with Mr. DuTremblay in my office.

Q. I suppose that you did not insist only on the question of price, in other words it cost less to the commission to make arrangements with the station at Laprairie than to pay the amount which was asked by CKAC.—A. Oh, considerably less.

Q. Is that the reason?—A. The difference in the figures, if I remember rightly, was about \$19,000 per annum.

Q. I understand that you had no friction or disagreement with Mr. DuTremblay.—A. Oh, no, but he told us the lowest figure to which he could go; we tried to argue with him that he would save money for his own station by taking our programs.

Q. I suppose that at certain times your programs were transmitted to eastern Canada by way of CKAC.—A. Yes, some of them.

Q. And afterwards having found you could get a better price you came to the conclusion that it was cheaper to have your own station at Laprairie.—A. I was under the impression—this may be unfair and I do not know whether my fellow commissioners shared that opinion—that they had an idea that they had us in the hole, that we had to use them at whatever price if we wanted to get coverage for our programs in that area. In the existence of a station that could be used with very little remodelling we had an ace in the hole that they did not know of.

Q. I heard you say at the beginning of your evidence, Mr. Charlesworth, that there were many things that you would like to do but could not do because of the lack of money.—A. Yes.

Q. Do you mean to say that the sum which has been voted by parliament—\$1,000,000—is not sufficient for you to carry on all the broadcasting you have in mind?—A. It is rather insufficient. It means cheese-paring, chiselling down the artists a little sometimes, and reducing expenditures on coverage. For instance, we would like to have been able to send certain programs into Cape Breton and Prince Edward Island, but owing to the peculiar conditions there we could not afford the extra cost. We would send some programs there but on the extra hours of the day on Saturdays and Sundays we could not assume the cost and the stations could not afford to pay, so those districts have suffered.

Q. I understand that in some cities you are in a quandary because some people wish to hear a concert in Canada, or New York or Boston, and at

the same time a portion of the public would like to hear a hockey broadcast?—

A. Yes.

Q. But when you have only one station you cannot do it of course.—A. No. Just now that is a great difficulty. We have been trying to make up our minds whether the majority in a certain community want hockey or some form of entertainment.

Q. And if you wish to satisfy all the people you have to spend more money.—A. Oh, yes.

Q. And you have to lease other stations to provide the entertainment some people desire.—A. Yes. You see, we have to rigidly keep within that one million dollars, but we never did regard that as sufficient. However, we felt it was our duty to carry out the will of the government in that respect.

*By Mr. Ahearn:*

Q. Have you placed any financial program for the future before the government.—A. No we have not. We did ask for \$1,500,000 in the estimates we sent in early in January, but when we saw the estimates laid on the table of the House we found that they had dropped to a million. That was the first intimation we got that they had been dropped to a million, when the estimates were laid on the table of the House.

*By Mr. Gagnon:*

Q. I suppose you have read the evidence given before the committee in 1932 by Mr. Graham Spry, the President of the Canadian Radio League.—A. Yes.

Q. He proposed to spend \$1,000,000 the first year, and two or three millions the second year, and increase the amount with the increase of profits that you might make.—A. Yes. They proposed a radio licence fee of \$3 also.

*By Mr. Ahearn:*

Q. How were they going to make profits?—A. On advertising. I am not an opponent of advertising on the air. Advertising legitimately controlled is a useful service. However, I differ from the British Broadcasting Corporation in my view that advertising is necessary. The United States are never likely to abolish it altogether, and so long as Canadians can turn to an American station and hear advertising then I think the Canadian business man is entitled to have advertising on the air, properly controlled and within reason.

*By Mr. Beynon:*

Q. Just following up what the other members of the committee have suggested the Act contemplates that there shall be two sources of revenue for the building and operating of this radio system. The first is the licences paid by the owners of receiving sets, which I assume up to the present time has been the major source of revenue.—A. Yes it has.

Q. Do you know what that source of revenue has amounted to up to the present time since the commission took over.—A. We have never had any figures submitted to us as to the actual total amount collected since the end of last month but we know what was collected last year.

Q. What do you get out of that.—A. We got a million dollars last year.

Q. And did that come from the sale of receiving set licences.—A. Practically all except some for station licences. I think the cost of a station licence is about \$50. That would not amount to more than \$3,000.

Q. And that also is collected by the department.—A. Yes.

Q. Then it was anticipated that your commission would also have a source of revenue presumably from advertising, that is, from the carrying on of your business.—A. Yes.



Q. Have you received any revenue from that source.—A. Occasional advertising is in the stations that we control ourselves, like CRCO Ottawa, CRCT Toronto and CRCV Vancouver. We conduct them just as a privately owned station is conducted and support those stations as far as we can from advertising revenue. In some stations we make money. Our most profitable venture has been in Toronto. We will show some profit there. We took over a station in Toronto which had a loss showing of \$40,000 during the first three months when it was under the old set up. That loss has been absorbed and at the end of the next nine months we will show a very handsome profit.

Q. That answers the question I asked, Mr. Charlesworth, that is, you have been making a profit out of the advertising feature of radio broadcasting.—A. Not on the National network but on the stations we own. Yes, wherever we can make a profit. Of course, we do not make a profit on all stations.

Q. I quite appreciate that this is merely an interim report and not very exhaustive. It is interesting largely only for what it does not contain rather than what it does. I am not criticizing the report because we cannot expect anything else from an interim report, but I would think it would be very interesting to this committee to know just the financial result of the operations of this commission from the time it started up to say perhaps the end of February.—A. Well, this report brings it up to the end of December.

Q. Well, but there is nothing here to indicate that you ever received any revenue from advertising, nothing in this report about that at all.—A. The revenue from advertising would show in the private accounts of the stations, you see. There is book-keeping in the stations that will show the revenue from advertising. It will show when the year is completed.

Q. Yes, but would it not be possible to furnish to this committee a statement up to the end of January, if not the end of February, showing the returns that the commission has made, showing receipts from all sources and expenditures from all sources up to that period?—A. I think that can be done approximately. Col. Steel is the commissioner who supervises those stations and he has the data about the monthly reports from those stations in his possession.

Q. There is another feature, too. If we had that we would have some idea then as to what progress the commission might hope to make, and so on.—A. I suppose we could get an indication. We have done a good job at Toronto in the way of profits. As to the other stations we took over I do not know just what their showing will be. Some of them were losing stations. That is why the Canadian National Railways were glad to part with them at less than their values. It does not follow that because we take over a station and operate it that it is going to show a profit. A good deal depends on the revenue-producing factors of the district in which it is located.

Q. I would not be so concerned about that, Mr. Charlesworth, because we would expect in starting this up that there would be cases where there would be a loss and other cases where there would be a profit, but I would like to get a complete statement of the financial operations of the commission from the time it started.—A. I think probably Col. Steel could provide that.

*By the Chairman:*

Q. You submit all your reports to the Auditor-General every month, do you not?—A. All our payments go to the Auditor-General. We do not handle any money ourselves.

*By Mr. Beynon:*

Q. That is all handled by the Auditor-General.—A. The Treasury Department. We do not handle a copper.

Q. But your receipts would come to you if you had any profits, so they would or would not create a debit account of the station.—A. Mr. Watson Sellar devised a sort of separate trust account for any revenues from advertising.

*By Mr. Gagnon:*

Q. That would appear in the Auditor-General's report.—A. Well, of course, that will not appear in the report until next January or February. The Auditor-General's report is always a year behind. The commission does figure in the Auditor-General's report this year, but it is only the operation up to the 31st of March last when we had no stations.

Q. Well, it is true that these moneys are paid out by the Treasury Department, but I would assume that the commission itself would know something of its own financial situation; you would have a record of all that.—A. Oh, yes. I get a monthly report from the Department of Marine as to collections. There is an official of the Treasury down in the National Research Building who looks after our accounts.

*By the Chairman:*

Q. At some future meeting of the committee where this can be discussed for the benefit of the committee, you will be prepared to submit the figures up to date.—A. Oh, yes.

*By Mr. Beynon:*

Q. There is another thing I would suggest in conjunction with that: It would be very interesting to have a statement of what the commission has expended on capital expenditure.—A. It is not much. I think it shows in this report. We have not made any capital expenditures since then.

Q. This in its present form does not mean much to any person looking at it. It does say here "new construction," but whether that is a capital expenditure or not I do not know. And here is net work expense.—A. I am subject to correction by Col. Steel on that.

Q. Perhaps Col. Steel would be more familiar with that, but I just mention it now so that it could be made available at a future meeting.—A. We have not gone in for any capital expenditure since the first of January.

*By Mr. Wright:*

Q. Do you think it is fair, Mr. Charlesworth, that a commission station should carry commercial advertising? My own judgment is that it should not. When the commission was set up there was no intention whatever that they should go out and compete with the station that had invested its own money.—A. We do not compete with our licence owners' money on the stations we operate; we operate the stations as privately owned stations. The licence owners' money appears in the network programs that are heard on that station. We endeavour to run the station as a commercial enterprise. Of course, if we were to take the advertising off our stations it would simply run up the cost of maintenance and we would have to deduct that money from the amount of money we have to spend on programs.

Q. Well, that is a complaint that is general almost from coast to coast, that it is not fair to ask a man with his own money to develop a business and then have a government commission compete against him.—A. Those are not stations we built ourselves. Those stations were in business as commercial concerns before we took them over. We have reduced the revenue from those stations to some extent because we devote much more time to programs that carry no advertising at all, than was previously the case. We have three hours time in the evening, which is the best time that comes on those stations, with no advertising whatever,

and we took those stations over in order to give the public our programs. Now, if we simply said we require these stations, we are going to hand over all the business they do to the privately owned stations and we are going to go into the public pocket for all the cost of maintenance that was previously borne through advertising we would simply be reducing our own revenues and our programs would necessarily deteriorate; we would not have as much money to spend on programs and nobody would be the benefactor except perhaps the other stations. I regard myself in this matter as in all questions of policy, as representing the listener. I am not particularly concerned about the privately owned station except to see that it is properly conducted; but all our policy is established on giving more to the listener, and better things for him, and we only have to look at results in the city of Ottawa. When the commission was started and I came to Ottawa there was nothing worth listening to. Now anybody in the city can turn on our station at half past six and have a good program all evening without turning anywhere else, and he can have that on Sunday practically from two o'clock on, a beautiful program, and Saturday the same way. Wherever we have placed our service it is for the listener—the fellow that pays the radio licence fee—he is our first consideration.

Q. Well, I think probably you are right in one respect, but in other respects I don't think you are. I do not think the listener has benefited at all by your commission advertising. Some of the stations which you took over were developing those programs, but since they have been taken over they have not been promoting that particular end of it. I am more or less familiar with the situation in certain districts, and I again ask the question, Is it fair for the government to compete with privately owned stations and continue advertising at less price than they can afford to take.—A. We do not cut rates. In the city of Vancouver, for instance, we endeavour to maintain our rates at a proper level. There are far too many stations in Vancouver. Some of them would be better closed up there, but that is a case in point. We maintain decent rates at our station still, while the other fellows are all engaged in cutting each other's throats and rate cutting. You cannot find any charge against the commission in connection with any of our stations, that for the mere sake of accumulating more revenue we have cut prices; we are dead against that. The complaint, sir, that our competition with privately owned stations has been unfair, has never reached my ears until this minute. I know every station owner in Canada, practically, and I never heard that complaint made from anybody.

Q. Well, I have. It appeared in the press just a few days ago. —A. I did not happen to notice it.

Q. In any event would not the commission's time be fully occupied providing program entertainment and things of different interest without going into the commercial end of it?—A. Where are we going to get our outlet? How are we going to reach the public?

Q. That may be so.—A. How are we going to reach the public with our programs? We can sit down and devise the finest programs in the world, if we have no outlets it is useless.

Q. You have not answered my question. Is it fair for a publicly owned station to compete with a commission station and find all their own money? —A. It is as fair as it is for the Canadian National Railways to compete with the C.P.R.

Q. That is absolutely an unfair situation. I think you will admit that is an unfair situation. I think that the C.P.R. have always put up a great loss and a great inconvenience in having to oppose the competition that we ourselves supplied.

Mr. BEYNON: Tax supported.

The WITNESS: That problem is beyond me.



*By Mr. Gagnon:*

Q. Since the Aird report the object has been to take over all the stations in Canada. Sooner or later they would have to be absorbed or retire from business?—A. As I understand it, that was the general purpose of the act. We have had to deal with realities and do the best we could with the money we had and conditions as they were.

*By Mr. Cardin:*

Q. You mentioned a few moments ago the fact you had been forced to establish a new station in the vicinity of Montreal, because you could not obtain satisfactory terms from the publicly owned station in Montreal?—A. Yes.

Q. The privately owned stations in Montreal?—A. Yes.

Q. Am I right in assuming from that that you have been forced by such stations to go into expenditures that you would not be obliged to do otherwise?—A. Well, we will not lose money through that; we will save money through it. We were forced by circumstances; that is quite true. I am not blaming these stations; because they had already their contracts with the American networks, and of course, the little La Patrie station was valueless to us, because it has merely a local coverage. We wanted to get to western Quebec as a whole. The province of Quebec with its large population had been very poorly served in the matter of radio stations. We have granted licences to few stations in districts where there were no other stations previously. The total number of stations in the whole province of Quebec when I took hold was about equal to, or a little less than the number of stations in the city of Vancouver alone.

Q. It is not from that standpoint that I am making these observations?—A. Of course, Montreal has a great industrial area, and could easily support three good stations. It is different from many other sections of Canada.

Q. But you said that the terms you offered to these privately owned stations would be advantageous to these privately owned stations?—A. No, I did not say that. We did not offer them any terms. We asked them to name their lowest figure, and found it was something we could not offer, that we could do better by other arrangements. I don't know whether I was giving you perhaps an unfair impression. I thought that they thought they had us, and for a time it looked as though they had; that they were in a position to say "We want so much, or you don't get into Montreal at all." Then, we found this solution. Mind you, there was nothing acrimonious in our discussions at all, and our attitude has never been that.

*By Mr. Gagnon:*

Q. You might have expropriated that station? Would it not have been an expensive proposition?—A. We had no capital. We simply depend on the annual vote of revenue, which does not represent the revenue that is collected from the licences.

Q. Under the spirit of the act, I understand that you wanted to establish a network from coast to coast without being injurious to the privately owned stations?—A. Yes, that is it, precisely, and we want to encourage the Canadian advertiser to put on a fine type of program. I would like to see more of the type of programs that the Canadian Industries ran last year, which they felt themselves unable to send anywhere beyond Montreal on the east and Windsor on the west. We want to work hand in hand with everybody for the development of good programs in Canada, and we realize that the commission cannot do it all for the present.

*By Mr. Cardin:*

Q. So we have to commit ourselves to the idea of preserving a dual system for our present generation?—A. That is entirely a matter for parliament and for the government. If parliament wishes to vote us the capital—I do not know whether it will require a very large sum—we will convert it into a national system within one year. I have seen no indication that these funds will be forthcoming.

*By Mr. Gagnon:*

Q. Of course, we sit here as a committee to find out what your wishes are?—A. We can run things much better on a fully nationalized system.

Q. I would like you to suggest the amendments that you desire, if you have any in mind that you are desirous of obtaining from the house?—A. Before the committee rises, I think we will submit for careful consideration by the committee some amendments we would like to see made. We want to hear the discussions before we commit ourselves to these amendments.

*By Mr. McKenzie:*

Q. You said a few moments ago that it would not take a very large sum of money. Could you give us an idea?—A. Col. Steel will do that.

Q. Do I understand that you have absolute supervision over the advertising of the privately owned stations?—A. We have supervision to this extent, that if the advertising is offensive, we order it off. Now, there is one class of advertising, that is the most widely diffused advertising in Canada at the present time. There has been a great rush within the past year from patent medicine concerns to get on the air. There are no less than 98 patent medicine concerns seeking the air at the present time, and most of them on the air in various parts of Canada. Well, we lay down a rule. Many of these patent medicine continuity programs were absolutely filthy, not so much in the big cities, but in the smaller places, when the commission took hold. When a station is putting on a patent medicine continuity, that material is submitted to Dr. Heagerty of the Department of National Health for revision, he cuts out anything deceptive. Dr. Wodehouse, Deputy Minister of the Department of National Health has sometimes three men working in a day on these continuities. That is one of the improvements. This involves a mass of correspondence. We have, I think, controlled that form of advertising so far as we can, with an iron hand. We also control so far as we can, any deceptive financial advertising. That is a subject with which I am comparatively familiar, because with I had supervision in an indirect way with the Gold and Dross column of the *Saturday Night*—it is an old line with me. The other day there was a financial broadcast offered to station CFRB. Now, station CFRB is a very well run station. They agreed with me that this stuff had to be watched. They have made an arrangement whereby nothing should go out on that broadcast that had not been submitted to the Security Frauds Department of the Ontario government. Until we took control of advertising—(I do not say CFRB would have handled it, but some stations would have handled it)—the public was likely to be victimized. We supervise advertising as far as we can. There is one thing I deal with constantly, and it is this: when we find one advertiser on the air trying to do something unfair with regard to a rival in business. There are a good many such attempts being made. As soon as my attention is called to it it is stopped by telegram immediately, and the advertisement is revised. We did that last week. A case came to my attention of a corset firm who were using a station in the Maritime Provinces for that purpose. We do exercise, as far as we can, a very close supervision over advertising and in so far as the duration of advertising is concerned, we are getting very good co-operation from the inspectors of the Department of Marine who are listening in to see that people do not overrun their time on the advertising schedule.

*By Mr. Cardin:*

Q. Mr. Charlesworth, how do you arrive at the choice of announcers for your stations? Is there any voice test or examinations of that kind? To be frank with you, that is the worst thing in regard to our radio broadcasting in Canada. Our announcers are very poor.—A. Well, I would not say they were very poor. I think we have good announcers. In Montreal we have.

Q. This question is not directed against the work of the commission, but privately owned stations.—A. Oh, privately owned stations.

Q. They are very badly provided for?—A. Well, some. They vary. I have travelled a good deal through Canada this past summer, and you will find sometimes where you least expect it, at some small station, in some small city a fellow with a beautiful voice; and then you will find perhaps at a station where you would expect something better, a newspaper owned station, where there should be some supervision along that line, some member of the staff broadcasting in most terrible language. Of course, we do not like to—we have not got the power to say to the station, you are not to employ that fellow; and it would mean throwing a man out of his job.

Q. I think it would be a good thing if you could give them some advice as to that, because I would be ready to listen to advertising for fifteen or twenty minutes when it is coming through a remarkable voice rather than listen for five seconds to a type of voice that we sometimes hear over the radio?—A. That is so.

Q. The advertising is very unpleasant when it is made through a voice which is far from being a voice trained for radio broadcasting?—A. We endeavour so far as possible to get the best material we can but abilities vary from time to time. For instance, I have a fairly decent voice in the summer, but my voice to-day would not be much good for broadcasting a speech just now. The fluctuation in the vocal quality cannot be gauged. I do not know much about French broadcasting, but it is pretty good. On the whole, announcing in Canada, both in the privately owned and our own stations is pretty good. Of course, you will sometimes strike a man who is terrible, but he does not last very long, because the people write into the station and say, why do you allow that fellow on the air.

Q. I would not do that, I would break the radio set. I think instead of writing to the commission they would be inclined to break the radio set.—A. Of course in the United States some of the men, where they name the broadcaster, have a tremendous following. I cannot bear to listen to some of them myself. But these chaps seem to have their public. It is a very tricky question, the question of announcing.

Q. I would not listen from 10.30 in the evening up to midnight, but I try to follow a few of the announcers of the NBC or the Columbia Broadcasting Company. I prefer to listen to any advertising from David Ross than listen to some of the other announcers.—A. Oh, David Ross is a very good one.

Q. Or a song from any other broadcasting chap there.—A. We have several very fine announcers in Canada. There is a young man in the Ottawa station who has a beautiful voice. We have Mr. Walker up in Toronto who has a very vibrant, nice voice; Mr. Jennings and Rooney Pelletier have nice voices.

*By Mr. Wright:*

Q. Does the commission reserve the right of monopoly on chain broadcasts?—A. We do not exercise any monopoly. In order to avoid confusion, we issue permits for all hook-ups. Under that situation confusion sometimes arises, which must be straightened out. In the autumn of 1932 when I first had to deal with these matters, there was constant trouble between people claiming that they had a hook-up for this time, and another said, we have that time, and



then they would come to me and get a decision in the matter. To avoid disputes we have taken control of all hook-ups. There is a record kept in our office of all hook-ups, so it avoids a great deal of confusion; and the system we use has been a great help to all stations.

Q. But you really have a practical monopoly, as you do not permit individual stations doing chain broadcastings?—A. No; there are lots of chains in Canada, but they have to come to us for permission.

*By the Chairman:*

Q. That is under the power given to you under the Act. Section 8 (f) says: "The commission may prohibit the organization or operation of chains of privately owned stations in Canada".

Mr. CARDIN: Mr. Chairman, a few days ago a certain lot of questions were put on the order paper of the house in the name of a member, and the Right Hon. the Prime Minister said these questions could be more easily answered by the radio commission. I wonder if I can place these questions before you and request Mr. Charlesworth to prepare the answers to these questions, and submit them to the committee at another sitting?

The CHAIRMAN: That would be perfectly agreeable.

Mr. CARDIN: The questions are in the name of Mr. Bothwell.

The CHAIRMAN: I should like to have your view in the matter, Mr. Cardin. There may be some of these questions that are not in the public interest to make public. Would you be satisfied to have them passed around to the members of the committee?

Mr. CARDIN: I would not change the rule that is prevalent in the house. If they are not in the public interest in so far as publication is concerned, I quite agree with that. I think Mr. Bothwell will agree. It will be for Mr. Charlesworth and myself to say if these questions should be answered publicly or not. I will hand these questions now; I need not read them.

The CHAIRMAN: Are there any further questions to ask Mr. Charlesworth?

*By Mr. Beynon:*

Q. Before Mr. Charlesworth leaves the stand, I should like to ask this: have you a copy of the rules and regulations which you issue?—A. I have a copy here now.

Q. I think the members of the committee would like to have one. I should like also to have a list of the officers and employees of the commission, their salaries and when employed.

The CHAIRMAN: This again is a question that I think we ought to consider as to whether or not it is in the public interest. Are you willing to leave that to the committee to decide?

Mr. BEYNON: Yes. It is a very important question and I should like to have the facts disclosed.

The WITNESS: The chief officers and commissioners are well known; their salaries are fixed by the Treasury Board. We have a large number of small employees, stenographers and people in different stations in the country.

Mr. GAGNON: Are you asking for the salaries for the employees?

Mr. BEYNON: Yes.

Mr. GAGNON: I would like to have them too. We will have some very interesting facts. If the commissioners prefer not to divulge these facts publicly, I have no objection at all.

The WITNESS: We would prefer not to for the sake of our own employees, you see.

The CHAIRMAN: It should come before the committee itself.

The WITNESS: Yes, no objection. We are willing to disclose anything to the committee, but there are certain matters that might embarrass different individuals.

The CHAIRMAN: You will have that list?

The WITNESS: I will have it prepared. When would you like it, sir?

Mr. BEYNON: As soon as you could conveniently get it. I would like to have it before the Easter recess.

The WITNESS: I think that could be arranged. I will see that they are sent. The accountant department will have to send them. The salaries are all paid by the Treasury Board; they are not paid direct.

Mr. GAGNON: We shall have a meeting before the Easter recess.

Mr. CARDIN: In case my questions should be taken as a critical statement of Station CRCM, I desire to state before Mr. Charlesworth that, as far as that statement is concerned, I am satisfied. I think the programs that come from that station are, if not better, comparable to any programs issued by any other station. In my poor judgment they are better programs than any others we have.

The WITNESS: Thank you, sir.

Mr. GAGNON: Before Mr. Charlesworth retires, may I ask something? Of course I do not want to put Mr. Charlesworth or his associates under any embarrassment, but my own private feeling is that Parliament ought to put at the disposal of the commission all the money collected from the licence owners. I do not want to embarrass you, but may I ask if the commission is of the same opinion?

The WITNESS: We are agreeable to getting all the money we can lay hands on.

Mr. BEYNON: And more.

The WITNESS: You can't hurt my feelings that way.

Mr. GAGNON: As I understand it, at the last meeting—Mr. Cardin was not here—you stated that one of the major sources of interference was the existence of high-powered stations in Mexico.

The WITNESS: Col. Steel gave evidence of that.

*By Mr. Gagnon:*

Q. You stated one of the best methods of relieving the situation would be to establish high-powered stations in eastern and western Canada?—A. Yes.

Q. It was said also that the cost of such a station would be approximately \$400,000?—A. I think that is what Col. Steel said.

Q. So that if parliament gives you only \$1,000,000 a year, would you be able to, after providing for your other expenses, build one high powered station?—A. No, we would not. You see, last year our programs cost us approximately—I have the figures here, I am speaking for this whole year. It will cost us approximately \$300,000 and then almost an equal sum in transmission charges.

Q. Yes.—A. And \$330,000, I think the programs were something like that; and then when you take all the other charges, administration, looking after advertising and the many other things we have to do it would not leave any money for construction. You can see by the small sum we have spent on construction this year what little we have for that purpose.

*By Mr. Wright:*

Q. But during this last year you have two or three hundred dollars of expenditures by your studios in Montreal, Toronto and Vancouver that you would not have another year.—A. I am not speaking definitely but suppose we

acquire some more outlets which we are anxious to do, of course, we will have to meet those expenses. You see, our preparatory work is not by any means completed yet. We have performed what you might call a gigantic task during the past twelve months, but it is not over.

Q. The policy which was settled upon a year ago by the committee (1932) was to have thirteen higher powered stations, I think that was the number.

Mr. STEEL: Seven.

*By Mr. Wright:*

Q. Yes, and six smaller ones, thirteen in all. Are you still adhering to that program?—A. We would like to see it accomplished. There is no such thing as a really high powered station in Canada.

Q. But that is still your viewpoint.—A. Oh, yes. As Col. Steel explained at the last meeting, if we had two or three really high powered stations, like a fifty thousand watt station, the situation would be entirely different. There are some ten thousand watt stations but those do not really rank as high powered stations.

Q. Considering that that is not going to be possible for several years, and thinking of the listeners whom we are all agreed should have first consideration, I come back to the other point again: Would it not be wise for the commission to stay away from commercial advertising making it possible for the best stations in the large centres to develop a very high type of program and be able to go on and improve and develop their stations so as to be able in some respects to become a fair competitor to the commission. What do you say as to that?—A. If we did that we would simply be left with an increased overhead and after all it would be at the expense of the radio listener, and our programs would have to deteriorate to that amount.

Q. You would still have ample to cover the whole of Canada with chain broadcasts of the finest type of programs you can develop, but you could not go on and build stations.—A. No, we could not go on and build stations. And if we lease any stations we have got to provide for the maintenance of those stations. We do not want to take any more money than we can help out of the fund that we have for programs and other matters. For instance, in Ottawa here we have much the best station existing in Eastern Ontario, and there is no reason on earth why advertisers should not have the use of it.

Q. Of course, you have competition in Ottawa. I would say where you have not competition it would be all right, but in the principal centres where you have got stations there should be good programs provided without the advertising.—A. Take in Toronto for instance—

Q. Why should the privately owned station have to compete with the commission?—A. In Toronto, for instance, if we excluded advertising from station CRCT another station would have to be created, because there would not be enough stations to carry the amount of advertising that originates in a big city like Toronto, which is the biggest advertising centre in Canada. CFRB would not be able to carry the amount of advertising that it would be called upon to carry especially when it has Columbia contracts to consider. The Commission is a great convenience to the general public in carrying advertising on that station CRCT. In fact, CFRB has to turn over business to us, or tries to, but we almost insist on keeping our National hours, our program hours free of advertising altogether. We could easily fill up the whole day at Toronto with advertising and without doing any injury to any other station there.

The CHAIRMAN: Are there any further questions, gentlemen?

*By Mr. McKenzie (Assiniboia):*

Q. With regard to your employees, the members of your staff and employees of the Commission, are they appointed by the Civil Service Commission.—A. The



clerical staff—stenographers and people of that sort who form the majority—are appointed by the Civil Service Commission. The technicians, the program men, the musicians and the announcers are appointed by us, and the program superintendents. Of course, that is the only workable system, because with the system of examination under the Civil Service Act appointments would not be satisfactory, and it would not be feasible anyway to make all those appointments permanent appointments. Suppose you have a singing program man and his voice gives out and he has to quit. If he had a permanent appointment you would have him on your hands. One of the points that Gladstone Murray advised me very strongly against in connection with the artistic end was of having no permanent appointments at all. In England they occasionally have to change men because they have grown stale.

Q. I realize that, that is why I asked the question.—A. But so far as the office appointments are concerned they all come through the Civil Service Commission; but the majority of our appointments came to us automatically when we took over the radio section of the Canadian National Railways. We had an understanding with the government that we were not going to throw anybody on the street. We have made very few appointments at all as a matter of fact.

*By Mr. Ahearn:*

Q. I was hoping, Mr. Charlesworth, that you would come before this committee with some definite proposal of what your expansion was going to be and what it was going to cost and where you were going to get your revenue.—A. There is no good coming with a definite proposal of expansion till you know what your revenue is going to be. I could sit down and build myself a very nice house in my mind but I have not got the capital.

Q. You could tell us where you hope to get it from.

The CHAIRMAN: Are there any further questions? If not we will call on Col. Steel. Thank you, Mr. Charlesworth.

Witness retired.

Lieut.-Col. W. A. STEEL, called.

*By the Chairman:*

Q. Mr. Steel, there were some questions asked I believe at the last meeting that you said you would answer at the next meeting.—A. I think the first question appears at page 18 of your last day's evidence. The question was asked, about a third of the way down the page, with regard to the shared wave lengths:

“Q. With regard to the shared wave lengths, do you remember how many new shared channels were allotted to us in 1932.”

I said at that time that I thought there were seventeen. There were actually nineteen. A little later on the question was asked “How many of these were actually in “use at the present time,” and I said Twelve. That is correct. There are a few channels in the higher frequency end of the band reserved for small stations that are not yet in use. I think that answers the question.

Q. Just there, Col. Steel, might I ask you how many of the old shared wave lengths that we had prior to 1932 have been abandoned.—A. None at all, sir.

Q. None abandoned.—A. No. I think the second question is towards the bottom of page 19 and was asked by Mr. Ahearn. The question was:—

Q. What is the number of the staff, how many people are employed? I have prepared a table here.

The CHAIRMAN: We will have that read into the record.

## DETAIL OF STAFF AT COMMISSION STATIONS, STUDIOS AND DISTRICT OFFICES

*Montreal Studios*—4 operators, 1 chief clerk, 1 stenographer, and 1 publicity director.

*Halifax Studios*—1 regional program director and 1 stenographer.

*Regina Office*—1 regional program director and 1 stenographer.

*Ottawa Station*—1 engineer, 5 operators and 3 program staff.

*Vancouver Station*—1 engineer, 2 operators, 1 program staff, and 1 stenographer.

*Toronto Station*—1 engineer, 6 operators, 1 program staff, 2 stenographers, and 1 publicity director.

WITNESS: At the top of page 20 there is a further question by Mr. Beynon dealing with the values placed on the stations taken over from the Canadian National Railways. I have here a copy of the explanation which was attached to the submission to the Privy Council when we asked Parliament for the authority to take over these stations. It is as follows:—

## PURCHASE OF CANADIAN NATIONAL RAILWAY RADIO SYSTEM BY THE CANADIAN RADIO BROADCASTING COMMISSION

On January 21st, 1933, a letter was received from Mr. W. S. Thompson, Director of Publicity, Canadian National Railways, suggesting that in view of the organization of the Broadcasting Commission this body should investigate the possibility of taking over the system which had been operated up to that date by the Canadian National Railways.

On February 10th a further letter was received, enclosing a statement of the capital investment in radio broadcasting facilities by the Canadian National Railways up to February, 1933. This statement is as follows:—

Location	Description	Capital Expenditure
Ottawa . . . .	1-500 watt station. Studio in Chateau Laurier, transmitter on Jackson Building . . . . .	\$ 37,938 44
Moncton. . . .	1-500 watt station. Equipment in General Office building, aerial towers on Company's vacant property in rear . . . . .	25,765 19
Vancouver . . .	1-500 watt station. Studios in station building. Transmitter at Lulu Island . . . . .	37,774 35
Halifax . . . .	Studio—located in Nova Scotian Hotel . . . . .	8,930 22
Montreal. . . .	Studio—located in King's Hall Building, St. Catherine Street West . . . . .	21,683 88
		<hr/> \$132,092 08

After considerable discussion with the railways, the Commission proposed that the transfer, if made, should be for the sum of \$50,000.00, for the complete radio facilities of the Canadian National Railways.

At the time of the Parliamentary Committee on Radio Broadcasting in 1932, the stations of the Canadian National Railway were valued with the following results:—

Ottawa, equipment. . . . .	\$19,000
Moncton, New Brunswick, equipment . . . . .	12,500
Vancouver, British Columbia, equipment . . . . .	18,000
Halifax, studio . . . . .	7,000
Montreal, studio . . . . .	13,000
Winnipeg, control room . . . . .	500
	<hr/> \$70,000

Since that period there has been further depreciation and it is the considered opinion of the Canadian Radio Broadcasting Commission that the present value to the Commission is \$50,000.

On February 14th a letter was received from the Canadian National Railways accepting this offer on behalf of the Board of Directors of the Canadian National Railways.

On February 15th the Commission wrote to the Honourable the Prime Minister, requesting permission to carry out this purchase, and asking that authority be obtained from the House in accordance with the Radio Act.

On March 15th, 1933, under Privy Council decision No. 406, an Order in Council was passed authorizing the transfer of the radio facilities of the Canadian National Railways at a purchase price of \$50,000.00. This Order in Council specified that the transfer was first to be approved by Parliamentary action.

*By Mr. Beynon:*

Q. Well, that does not answer the question, Colonel. In arriving at that value which you recommended to Council, what amount was allotted to the Moncton Station?—A. \$12,500.

Q. Now, what is the salvage out of the equipment of that station; will the equipment be of any value?—A. Very slight.

Q. It is practically scrapped?—A. The equipment was all very obsolete.

*By the Chairman:*

Q. Is there anything else in the way of buildings there?—A. They were all rented buildings. I think I would be safe in saying that there would not be more than 10 per cent of this value of \$12,500 that could be obtained to-day if we were to break down the apparatus and attempt to use the parts.

*By Mr. Gagnon:*

Q. May I ask, Col. Steel, whether this Moncton Station will be replaced by another station in that vicinity?—A. At the present time the Broadcasting Commission are not planning on locating a new station in that area. We have a number of applications from private individuals but a definite decision has not yet been made.

Q. Do you contemplate making a decision on the matter within a few months? You do not need to answer the question if you do not wish to do so.—A. The reason a decision has not been taken before this is because we have been attempting to get additional information with regard to the proposals of different individuals and companies, but I presume that a decision will be made on that question within the next month or six weeks at the outside.

Q. My reason for asking that question is, that in the vicinity of Moncton there is a large population of French-speaking Canadians and Acadians who wish, if possible, to have a station which will be connected with the French hook-up of Eastern Canada.—A. Yes, there is an application from a company representing the Acadians.

Q. You will give the application your attention?

*By the Chairman:*

Q. Is that all the questions that were asked at the last meeting?—A. Those are all the questions.

*By Hon. Mr. Cardin:*

Q. It has been represented to me that there is more interference now than there was a year ago, that is, interference from one station to another. I much prefer to have the advice of one who knows than the advice of those who are not conversant with all the facts.—A. The information in our office at the present



time, taken from the reports of the inspectors of the Department of Marine, would lead us to believe that there has been a very considerable improvement generally all over Canada. There are still a number of places where there is some interference, but that interference is not due to trouble between Canadian stations or between Canadian stations and American stations but is due to the fact, as brought out last day, of interference between Mexican stations and Canadian stations.

*By Mr. Beynon:*

Q. Just on that point, Colonel, have you made any survey of the wave length problem in the southern part of Saskatchewan?—A. Yes, we have given that very careful consideration.

Q. It is reported to me—I am taking this from reports; I might tell you that I have not heard the radio perhaps half a dozen times since we assembled here last year, but what they tell me is this, that CJRM and Bismarck are so close together that when they are both on you cannot get either one.—A. Let me answer the question in this way: A month ago I was in Regina and went around to different parts of the town and listened in on receivers in operation, standard receivers at present on the market, and I found no difficulty whatever in differentiating between Bismarck and CJRM.

Q. You got them both?—A. Both without any difficulty.

Q. Both operating at the same time?—A. Simultaneously.

*By Mr. McKenzie:*

Q. We find difficulty, just as Mr. Beynon has stated, between Moose Jaw and Bismarck. We can scarcely get Moose Jaw at all. I understand that in some parts they can get Moose Jaw but they cannot get Bismarck; we could get Bismarck but Moose Jaw was very very close.—A. In answer to that, all I can say is this, some of the older type receivers made four or five years ago would not be sufficiently selective to differentiate between stations ten kilocycles apart, but any modern receiver will do it.

Mr. AHEARN: Of course, that is the trouble, nobody has any money to buy them.

*By Mr. Beynon:*

Q. Another situation has developed out there, Col. Steel. I do not know anything personally about this, I am just taking it from reports, and it is that the two Regina stations CKCK and CHWC can be heard up around the Pas and the Flin Flon, and all through that northern country, but in the intervening country they cannot be heard at all. I was wondering if that has been brought to your attention at all.—A. It has not.

Q. I simply heard that stated and did not know if any complaint of that kind had been made.—A. A change at Regina was made just about a year ago now, and from that time on we have not had one single complaint about coverage from those stations.

Q. Well, I may say that I have had very many complaints about the broadcasting situation in southern Saskatchewan, generally, that it is very bad. Now, I drove a great many thousand miles during the recess, sometimes as high as a thousand miles in a week, sometimes more, and every place I went I was met with the same thing. In fact, in many places a number of people threatened to throw their receiver sets into the street. That is the situation as I found it, not as I say from my personal experience because I was not home enough to hear the radio; but that was the reception I got wherever I went. I got so that I hated to pause in a town or village at all because they would come to me and complain as soon as they found out who I was.—A. We are dependent upon the information we get from the inspectors of the Department of Marine and any people who are good enough to write in and give us data.

Q. Well, none of your own officers have made a survey of the situation there at all.—A. We have no technical officers in the West.

Q. I say you have not sent anybody to make a survey.—A. We haven't had anyone to send out there.

*By Hon. Mr. Cardin:*

Q. What is the number of clear channels that we enjoy the result of the late convention with the United States?—A. There are nine channels upon which we can place stations of unlimited power.

Q. Unlimited power?—A. Yes.

Q. And how many shared wave lengths?—A. Twenty-seven.

Q. How does that compare with a few years ago?—A. It is an increase of nineteen channels which were obtained in 1932.

Q. Shared channels?—A. Three of them are clear and the balance are shared.

Q. Has the wave length of La Presse in Montreal or the Marconi Station been changed lately?—A. A year ago the Marconi Station was changed but LaPresse was not. There has been no change made in the LaPresse frequency since the commission came into being.

Q. Is it not a fact that LaPresse is being somewhat interfered with by the other station which is close to the wave length used by LaPresse?—A. The only trouble at LaPresse is Mexican interference. Dr. Brinkley's high-powered station on the border of Mexico is the only one that is causing any trouble there.

*By Mr. Beynon:*

Q. Col. Steel, you heard what I said to the Chairman a little while ago regarding the requirements imposed upon the two Regina stations. It is true that they have been required to assume the modernization of their equipment which would cost in the neighbourhood of \$16,000 or discontinue.—A. In common with all other stations in Canada, they have had to come under the rules and regulations approved by Privy Council and the Governor General in Council.

Q. I am not quarrelling with the regulations, I just wanted to know the facts.—A. They have been asked to bring their stations up to the standard set by the regulations.

Q. And it has been intimated that if they do not they will have to close down.—A. We have not made that statement but that inference is justifiable.

Q. Now, I have gained the impression, whether rightly or wrongly, that implied with that there is a suggestion in your intimation that they may not be allowed to continue for a great length of time in any event, that their existence is quite uncertain.—A. The Radio Act is very clear on that point. The Radio Act says very definitely that the Broadcasting Commission can only cancel a licence for cause. If it cancels a licence for any reason other than cause then that station is recompensed for the equipment which becomes useless to them, under the Dominion Appropriation Act, so that these stations if they live up to the regulations and don't do something which would justify us in finding that they had broken the regulations—there is no reason in the world why they cannot carry on or be quite sure that they will be recompensed if they are taken over. The Act is clear on that, Mr. Benyon.

Q. But the licence is just for a year, is it not?—A. We changed the licence period last year to two periods of six months each in a year. That was done to give us a little more control and to conform with the system employed in United States.

Q. What the Act says is that you cannot cancel a licence without cause, but you can recommend to the department that they do not renew a licence and then they are not entitled to compensation.—A. That is not the way I read the Act, sir.

Q. Whether they comply or not, there is no obligation on the commission to renew the licence. True, while the licence is in existence they cannot cancel it except for cause. That is my recollection, at least that is the statement you made, Col. Steel.—A. Well, our interpretation of the Act, Mr. Beynon, is either a cancellation or the refusal to renew—I don't see any difference between the two.

Q. There is quite a difference between the two.

Hon. Mr. CARDIN: There must be a vast difference between the two otherwise we are not through compensating the privately owned stations when we decide to take them over. If refusal to grant a licence is the same as cancelling a licence we had better say good-bye to national broadcasting in Canada; we will never get it.

The CHAIRMAN: Would it not be true, Mr. Cardin, that the very fact that there is provision made in the Act for expropriation, for the giving of value for a station, that it is not intended that at the end of six months a man is through and that they will get out of any compensation by virtue of simply cancelling the licence, by not renewing the licence.

Hon. Mr. CARDIN: Well, that is the position we are in. I do not see why we should sit here as a committee on radio with the expectation of having a nationally owned system because we will never get it if we have to compensate all the privately owned stations throughout Canada. The country will never be prepared to agree to compensate all those stations. We cannot afford to pay them.

Mr. BEYNON: The only case in which they would have to compensate is where they take the property. If they simply refuse to grant the licence and say you can do what you like with your property, sell it or do anything you like, there will be no obligation on the commission to compensate. Would not that be your view, Mr. Cardin.

The WITNESS: Mr. Chairman, might I be allowed to read the section of the Act, it is Section 13, subsection (2), and reads as follows:—

If the commission recommends the cancellation of or refusal to renew any licence in the interest of broadcasting generally in Canada and certifies that such cancellation or refusal is not on account of any failure to comply with this Act or Radiotelegraph Act or regulations thereunder, compensation may be paid to the extent of the depreciated value of radio equipment, together with an allowance for the cost of restoring the premises to a tenable condition for ordinary purposes.

Mr. BEYNON: "Maybe"—there is no obligation to do it.

The CHAIRMAN: What section is that?

The WITNESS: Section 13, subsection (2).

Mr. BEYNON: Speaking of these Regina stations, if they spend the sum of \$16,000 in bringing their equipment up to date all they are sure of is a six months' licence, and they are not sure of any compensation.

Hon. Mr. CARDIN: That is what I understood all along.

Mr. GAGNON: Did they build their stations after the Aird report.

Mr. BEYNON: No, those are old stations. They have been there a long time. Some of the original stations in Regina.

The CHAIRMAN: Gentlemen, I would say that there is a clause in the Act that we will have to give study to and possibly get some advice from the Legal Department.

The WITNESS: It is a matter for lawyers.

Mr. WRIGHT: That is a matter that should be cleared up because the independent stations claim that they are between the devil and the deep sea.



The CHAIRMAN: Gentlemen, that will be a point for the committee to study before we make our report. Are there any further questions.

Mr. WRIGHT: The matter of stations has been discussed, but I do not think it was ever contemplated that stations of even five hundred watts, and certainly stations of one hundred watts were to be taken over, that is, stations that were community stations.

The CHAIRMAN: I think the report stated definitely that stations of 100 watts were to be left outside of the sphere if they were community stations. I will have to look it up.

*By Mr. McKenzie:*

Q. When the commission leases a station to complete the National net work, after paying the station does the commission control the revenue of that station, or is it allowed to go out and compete locally for business.—A. We only take from them the time required to carry our sustaining programs and they are paid for that time. What they do with any time outside of that is their own business.

Q. You lease only just for that time.—A. Just for a specified three hours.

*By Mr. Gagnon:*

Q. May I ask, Mr. Steel, if you have any comments to make on the recommendations suggested by Major Gladstone Murray? We are supposed to go into that report. Have you any comments to make on it.—A. I think your question is too general, Mr. Gagnon, and I do not think it would be quite fair to myself to make such a statement.

*By the Chairman:*

Q. You would prefer to have specific questions upon the report.—A. I certainly would.

Q. Then when we go over the report, Col. Steel, you will be available to us for any questioning.—A. I will be available as long as you want or whenever you want me.

*By Mr. McKenzie:*

Q. Do you think it is possible for a dual system of broadcasting to become entirely satisfactory.—A. Would you mind explaining your exact meaning of the term "dual."

Q. Well, just as we have it at the present time.—A. It depends somewhat on the result that you want to achieve. Let me say this: I think it is possible to find a way of working with a dual system, that is, privately owned and publicly owned stations. I do not think that that will achieve the highest return in broadcasting in so far as the listener is concerned. In other words, I believe that the British system gives the best return to the listener, but it is possible to operate a fairly satisfactory scheme with both public and privately owned stations.

Q. You will always be up against the problem of advertising by this dual service, and it seems to me we should have either one or the other.

The CHAIRMAN: Might I suggest to the members of the committee, that if they want some interesting reading in respect to a dual system, the debates in the House of Australia on their Bill of 1932 bring out the situation there very, very definitely in which they have established a dual system; they have gone through what we are going through, and in the House at that time I think there were four past Postmasters General who had to do with radio, and the discussions are certainly very enlightening, and those of you who have any time to peruse the debates will find them very interesting reading. It brings out a great

many points that we have to contend with here. I suppose that applies to other places as well, but I happen to have read the Australian debates and I found it very interesting reading indeed.

Mr. WRIGHT: I believe that a dual system, providing they can get down to a point of agreeing to regulations, will produce a much higher standard of service to the public than the people get through the commission system, no matter how much money they have to spend. I say that for this reason: Supposing this commission has money enough to erect several large stations you have your independent station with just as high a standard and it will give a much larger scope of selection to Canadian listeners and with the number of very, very high class sustaining programs that are available, and with the privilege of bringing those in you would get a dual system which in my opinion would be much superior to anything you could ever hope to obtain from a commission station.

The CHAIRMAN: Gentlemen, are there any other questions to ask Col. Steel. If not, it is twenty minutes to six, and we will adjourn to meet on Friday at 11 o'clock.

The committee adjourned at 5.40 p.m. to meet again Friday, March 23, at 11 o'clock a.m.





SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932

(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 3

---

FRIDAY, MARCH 23, 1934

---

WITNESSES:

Mr. R. W. Ashcroft, President, Dominion Broadcasters' Association,  
Toronto.

Mr. E. L. Bushnell, Director of Programs, Canadian Radio Broadcasting  
Commission, Ottawa.

Lt.-Col. W. A. Steel, Commissioner, Canadian Radio Broadcasting  
Commission, Ottawa.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934



# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,

COMMITTEE ROOM 268,

FRIDAY, March 23, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 11 o'clock a.m., the Chairman, Hon. Mr. Morand, presiding.

*Members present:* Messieurs. Ahearn, Beynon, Cardin, Gagnon, McKenzie, McLure, Morand, and Wright—8.

*In attendance:* Mr. R. W. Asheroft, President, Dominion Broadcasters' Association, Toronto, as witness for the day.

*Present:* Mr. Charlesworth, Chairman; Lt.-Col. Steel, Commissioner; Mr. Thomas Maher, Vice-President; Mr. E. C. Buchanan, Publicity Agent; and Mr. E. L. Bushnell, Director of Programs, Canadian Radio Broadcasting Commission, Ottawa.

The Chairman submitted a list of letters and telegrams on file in his office, which were available to the Committee, received since the date of last meeting, March 21st up to time of to-day's meeting. List distributed to the Committee members, as follows:—

## *Telegrams:*

Mr. R. W. Asheroft, Toronto, dated March 23; CJCJ (Station), Calgary, dated March 21; CHNS (Station), Halifax, dated March 21; CFCY (Station), Charlottetown, dated March 21; CKY (Station), Winnipeg, dated March 21; CKAC (Station), Montreal, dated March 22; CKPC (Station), Brantford, Ont., dated March 22; CHNC (Station), New Carlisle, Que., dated March 22; CKCL (Station), Toronto, dated March 22; CKNC (Station), Toronto, dated March 22; Messrs. J. S. Neill & Sons, Fredericton, N.B., dated March 22; Mr. C. T. Thomas, "London Free Press," London, Ont., dated March 22.

## *Letters:*

Miss Noreen Aleazear, Montreal, dated March 21; l'Abbe Etienne Blanchard, Montreal, dated March 22; Fort William Chamber of Commerce, Fort William, Ont., dated February 15; Mr. A. C. Chadwick, Ottawa, dated February 26; Mr. J. T. Hackett, M.P., enclosing letter from International Chamber of Commerce, dated March 22; Mr. L. Graham Kelly, Toronto, dated March 20; Mr. F. Langlois, Montreal, dated March 22; Mr. J. R. MacNicol, M.P., Ottawa, dated March 22; Rev. R. B. McElheran, Toronto, dated March 22; Montreal Chamber of Commerce, Montreal, dated March 22; New Brunswick Broadcasting Co., Ltd., St. John, N.B., dated March 22; Mr. J. L. Prentice, Toronto, dated March 21; Mr. James Richardson, Winnipeg, dated March 21; Mr. E. W. Schuchi, Toronto, dated March 21; Toronto Musical Protective Association, Toronto, dated March 21.



The Chairman also had distributed to the Committee, chart showing regional network designations, from the Radio Commission.

Mr. Asheroft called and examined briefly, but being unable to furnish certain information asked for until a further consultation with other stations of the association he represented, he requested that he be allowed to appear at a later date and submit evidence, which was agreed to.

The witness filed with the Committee the following publications:—

First Annual Report of the Australian Broadcasting Commission, for year ended June 30, 1933.

Broadcast Advertising in Asia, Africa, Australia and Oceania.

Code for Fair Competition for the Radio Broadcasting Industry, as approved on November 27, 1933, by President Roosevelt.

Mr. Gagnon submitted a number of telegrams and letters he had received from interested people, which, by general agreement he read into the record. (See evidence.)

Mr. Charlesworth, Chairman of the Commission, filed a letter received from Radio Station CKPR, Fort William, Ont., dated March 21.

The Chairman suggested taking up the Report of Mr. Gladstone Murray and have Colonel Steel answer questions in connection with the subject matter of the report. Colonel Steel asked to be called later as he had not expected to be asked to consider the report to-day, and would like to look over it more before answering questions pertaining to it. Decided that matter be taken up at a later date.

Mr. Bushnell called and examined along the lines of his particular functions of arranging programs, selecting artists, more especially in Ontario and the West, and other matters in that connection.

Witness retired.

Colonel Steel called and questioned on technical radio matters.

Hon. Mr. Cardin asked if Colonel Steel could supply to the Committee, copy of agreement reached with the United States in 1932, and if possible, copy of previous agreement with that country relative to radio broadcasting. Witness said he would furnish statement on that matter.

Witness retired.

Some discussion as to time of next meeting, whether or not before the Easter holidays. It was finally decided to await the call of the Chair.

Committee adjourned to call of the Chair.

E. L. MORRIS,  
*Clerk of the Committee.*

## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,

March 23, 1934.

The select special committee on Radio Broadcasting met at 11 o'clock, Mr. Morand presiding.

The CHAIRMAN: Gentlemen, I will pass around first a list of the correspondence that has been received by my office since last week. These letters are all available to the committee. I also have a list of the broadcasting stations and a chart in relation to their networks.

Now, we have Mr. Ashcroft of Toronto present this morning. He has presented a report, and he is here as a witness.

R. W. ASHCROFT, called.

*By the Chairman:*

Q. Mr. Ashcroft, who do you represent?—A. The Dominion Broadcasters' Association.

Q. You have submitted a brief or report?—A. Yes.

Q. Have you the report with you?—A. Yes.

Q. Is it the wish of the committee that Mr. Ashcroft should go over his report and then have questions asked afterwards?

Mr. GAGNON: Mr. Chairman, may I say I have read with interest the memorandum submitted by Mr. Ashcroft. May I at this time ask Mr. Ashcroft who are the members of the Dominion Broadcasters' Association?

The WITNESS: The members consist of twenty-five privately owned stations in Canada from coast to coast. No list has been made public so far.

Mr. GAGNON: Do I understand you have objections to the names of the members being known?

The WITNESS: Some of the members do not wish it to be known that they are members. They are afraid of reprisals on the part of the commission in case the commission is continued in power.

Mr. GAGNON: The facts submitted in your memorandum are not indicative of any fear.

The WITNESS: I shall be very glad to wire the stations that wish to remain under cover, and I am pretty sure I can get their permission to file a complete list of the stations with the committee.

Mr. AHEARN: Mr. Ashcroft speaks of reprisals.

Hon. Mr. CARDIN: We would like to know who Mr. Ashcroft is speaking for. Nobody should be afraid of expressing his own views in this country.

The WITNESS: Mr. Cardin, I shall be very indeed to obtain this and file it. I have not got it with me.

Mr. WRIGHT: Would the list include the larger stations, or are most of them smaller stations?

The WITNESS: Most of them are smaller stations. It includes some of the stations.

Mr. WRIGHT: Are CKCL, Gooderham and Worts, members?

The WITNESS: No. I prefer to file a list later, after consultation with the members.

Mr. WRIGHT: Is CFRB, the Rogers Majestic station, a member?

Mr. GAGNON: If Mr. Ashcroft is to submit the list at a later date he might as well divulge which are the stations he represents. If we are to know them to-morrow, why not know them to-day?

The WITNESS: I would have to consult several of them beforehand. I am in an embarrassing position.

Mr. GAGNON: Otherwise, I would suggest that Mr. Ashcroft waits until he submits the names of his stations before this committee.

Mr. McKENZIE: You say you represent twenty-five of the commercial stations.

The WITNESS: Yes.

Mr. McKENZIE: According to the list submitted here there are something over sixty of those in Canada.

The WITNESS: Yes.

Mr. McKENZIE: You are representing only about less than half of them?

The WITNESS: Yes. There are no newspaper owned stations among the membership and no universities or churches.

*By the Chairman:*

Q. There are none of those in the body you represent?—A. No.

Q. No newspaper stations?—A. No.

Q. No church or university?—A. Yes.

Q. Now, Mr. Ashcroft, you have come here representing an organization, and the committee really should know who comprise that organization; who you represent?—A. I agree with you.

Q. If you came here as an individual, wishing to give your evidence and your own views, of course that is a different matter; but you propose to submit something which is the considered opinion of a group, of an organization which has organized itself for some specific purpose. You might tell us for what purpose this organization gets together; what are the primary purposes of this organization?—A. There has been an association of broadcasters in Canada for a number of years, and this association is the successor, not the immediate successor, but it was organized to take the place of the other association which had been dormant for two or three years, and whose membership was comprised of certain stations in sympathy with the views of the members of this association.

*By Mr. Beynon:*

Q. What is your occupation?—A. I am a consultant in regard to advertising and publicity.

Q. Your home is in Toronto?—A. Yes.

Q. That is your place of business?—A. Yes. Dr. Morand, I will be very glad to appear at a later date with the permission of the committee when I have the information that you desire.

The CHAIRMAN: That is for the committee to decide. Mr. Ashcroft presents himself as representing the Dominion Broadcasters' Association. I think it is manifestly unfair to those stations who may not be members of the association that it should be left open as to whether they belong to it or not. Some may have objections. I think the list of stations is not very great, twenty-five. It could reasonably be submitted.



Mr. BEYNON: I understand Mr. Ashcroft's position to be this, that he does not feel he is at liberty to disclose those names without the consent of the members. It is a question of whether we want to hear Mr. Ashcroft as representing somebody who is an unknown quantity.

Mr. AHEARN: If we heard a company we would not want the list of the stockholders submitted.

The CHAIRMAN: No, but we would want the name of the company.

Mr. AHEARN: He is the president of the association, and I think we ought to hear him as president of an association.

Mr. GAGNON: I would not be ashamed of the association for whom I speak.

Mr. AHEARN: He is not ashamed. He says, he does not want to give the names.

*By Mr. Gagnon:*

Q. May I ask you if you represent the stations of my province—CKAC, La Presse?—A. They are not members; they are sympathetic with the aims of the association.

Q. They are sympathetic with the aims of the association?—A. Yes.

Q. Do they approve of you appearing for them before this committee?—A. I am not appearing for them.

Q. Has your brief been submitted to them?—A. Yes.

Q. Did they approve of it?—A. Not formally. It was not submitted to them with the idea of their approving of it, but they expressed their approval verbally.

Mr. GAGNON: Mr. Chairman, I see that you have distributed to members this morning a list of telegrams that you have received, and there is one that appears to come from CKAC, Montreal. May I look at that telegram?

Mr. McKENZIE: I think that since Mr. Ashcroft represents a comparatively large number of the private commercial stations in Canada that he should be allowed to present his case on the understanding that he will submit the names of those he represents at a later date, if he gets their consent.

The CHAIRMAN: Mr. McKenzie, here is the position. I think I should make this clear. Within the last few days I have received quite a number of telegrams from stations who are definitely going out of their way, in telegrams and letters to say that they are not associated with and are not represented by Mr. Ashcroft. Well, inasmuch as Mr. Ashcroft cannot divulge his present membership, I think in fairness to the stations who have written that we ought to go over that list, because they definitely wish it understood that they are not associated in any way with Mr. Ashcroft's group. If you will look at the list of letters I gave you this morning and there are a good number of telegrams, you will see what I mean.

Mr. GAGNON: Will you read those to the committee?

The CHAIRMAN: Here is a telegram from New Carlisle:—

Kindly be advised that R. W. Ashcroft president of broadcasters' Association does not represent our radio station.

The WITNESS: That station was never asked to join.

The CHAIRMAN: Here is a letter from the Canadian National Carbon Company Limited:—

We have noticed in one of the Toronto evening papers that an association called "Dominion Broadcasters' Association" will be appearing before the special committee on radio broadcasting to present a new plan for broadcasting in Canada. We understand that the Dominion Broadcasters' Association claims to have the support of a number of privately-

owned station owners. In this connection, we wish to go on record, as the owners of CKNC, that we do not subscribe to the plan, nor are we members of the Dominion Broadcasters' Association.

The WITNESS: That station was not asked to join.

The CHAIRMAN: Here is a telegram from CKAC, Montreal:—

Station CKAC is not represented by and is not a member of the Dominion Broadcasters' Association.

Here is a telegram from Brantford:—

Please be advised that CKPC in Brantford is not represented by the Dominion Broadcasters' Association nor R. W. Ashcroft stop the owners and management of this station are highly in favour of the commissions present system of operation stop at no time were we actually members of this association having paid no dues and not being in favour with the Dominion Broadcasters Association policy stop We only attended initial meeting of the association with the idea in mind that it was to help the privately owned stations commercially stop We wish to go on record with you to avoid any future misunderstanding cordially.

Here is a telegram from Calgary:—

Please be informed no one has been authorized to make representations on behalf of station CJCJ owned by Albertan Publishing Company.

Here is a telegram from Winnipeg:—

Understand Ashcroft states or may state to your committee he represents us and other stations in west stop He has no authority to do so nor has he I believe any authority from other principal stations in west stop My opinion at present is that with time and money available commission has made good progress beyond any previous results either east or west.

That is station CKY.

Mr. AHEARN: Who owns station CKY—the Manitoba government?

The WITNESS: They were never asked to join.

The CHAIRMAN: Here is a telegram from Montreal:—

Have just received advice from Halifax stating that R. W. Ashcroft stated before your committee that CHNS had declared in favour of his organization stop Ashcroft had no authority make statement stop We are not members of his organization stop Received in mail just before leaving Halifax to broadcast Allan Cup games copy of his proposals with his remarks that even though we had not supported that we should at least be thankful if only silently for what he was doing for us to help increase our revenue stop we have made no statements either in favour or against his organization stop We were invited to join even though other newspaper stations were not but did not answer the correspondence stop Please make it plain to committee that no organization has authority to speak for us.

That is CHNS.

Mr. AHEARN: Is that a newspaper station too?

The CHAIRMAN: Yes, a newspaper station at Montreal.

The WITNESS: A vote was passed at the meeting of the association inviting the Halifax Herald to join.

Mr. GAGNON: May I read a telegram I have received?

The CHAIRMAN: CFNB:—

Our station CFNB is not associated in any way with any report which has been or is being presented to your parliamentary committee on radio.

Mr. BEYNON: That is not on this list.

The CHAIRMAN: Yes. Here is another telegram from the broadcasting station CFBO:—

Broadcasting station CFBO is not associated in any way with petition presented to your committee by R. W. Ashcroft.

The WITNESS: The previous owner of this station was a member. It has changed owners recently.

The CHAIRMAN: There is a telegram from London, Ontario:—

CKLW and CFPL will not be represented at the enquiry by anyone except ourselves.

Mr. BEYNON: Which is that?

The CHAIRMAN: That is the Windsor station.

Mr. AHEARN: Who owns it?

The CHAIRMAN: A company in Windsor, It was originally the London and Windsor Station, which have amalgamated. Now, that is the list of those who have wired to me.

Mr. GAGNON: I have received some telegrams also as chairman of the sub-committee for witnesses, and I would like to read them. One is from radio station CKCK, Regina:—

Understood that Dominion Broadcasters Association claims to own privately owned stations stop CKCK disclaims any membership or affiliation.

Here is one from R. E. Price, manager, Prince Albert, Saskatchewan:—

This will inform you that station CKBI Prince Albert is not a member of or being represented in any way by the Dominion Broadcasters Association.

Here is one from Lethbridge, Alberta:—

For the information of the committee investigating Canadian Radio Commission stop CJOC is not allied in any way with the Canadian Radio Broadcasters Association or any other association.

Here is a telegram from Calgary:—

We wish to record the fact that CFAC is in no way affiliated with any association of broadcasting stations or broadcasters.

Here is one from CHRC:—

CHRC Limited does not belong to Dominion Broadcasters Association and we have heard nothing of a project allegedly to be submitted by Mr. Ashcroft to the House of Commons or to the committee on radio or to the Canadian Radio Broadcasting Commission.

The WITNESS: Of those stations only the Lethbridge station was invited to join.

Mr. GAGNON: Here is a letter from the Canadian Marconi company as follows:—

Rumour current in Toronto to-day indicates that during certain representations which are being made in Ottawa concerning broadcasting, reference has been made to the reference of CFCF Montreal, being



associated with other groups of stations. This is to advise you that such is not the case. No authority has ever been granted by the Canadian Marconi Company to any party or parties to represent CFCF before the parliamentary radio committee.

Here is a letter from James Richardson and Sons Limited, Grain Exchange, Winnipeg:—

I wish to advise you that no one has been clothed with authority to appear before the radio committee and represent our radio stations in Winnipeg or our radio station at Belle Plains, Sask., or to represent my firm in any way.

My firm have no complaints to register against the work of the radio commission. We believe that the radio commission have done, and are doing, a very good job.

I am informed also that stations CGOR, CKWX, CKMO, CKCD, and CKCF, all from Vancouver do not belong to the Dominion Broadcasters' Association, also CFCF, Vancouver.

The CHAIRMAN: Now, gentlemen, you have heard a list of those stations that do not belong. At least, 60 stations express themselves as not belonging to the Dominion Broadcasters' association, and they do not wish Mr. Ashcroft to speak for them. It is now in the hands of the committee to say whether they wish to hear Mr. Ashcroft before he submits his list or whether the committee will wait until he submits the list of stations that he represents.

Mr. GAGNON: In view of the fact that Mr. Ashcroft is willing to submit that list as soon as he confers with the members of his association, I think it would be better that we wait for that list before we hear his evidence. Then he will not be revealing anything in regard to the Dominion Broadcasters' Association without their authority. I think that will be fair to Mr. Ashcroft.

The WITNESS: I would very much prefer that.

The CHAIRMAN: You would prefer to wait until you can submit it to your association?

The WITNESS: I am not concealing anything; it is an embarrassing position for me to be put in.

The CHAIRMAN: We always like to comply with the desires of the witnesses in respect of that; so you will notify me when you can get that.

The WITNESS: I would like to leave with you the annual report of the Australia Broadcasting system dated June 30, 1933, and a bulletin from the United States Department of Commerce in regard to broadcast advertising in Asia, Africa, Australia and Oceania, also a bulletin regarding the NRA code covering the radio broadcasting industry in the United States.

The CHAIRMAN: You will notify me when you are ready, and we will make further arrangements for you. Have you any further witnesses, Mr. Gagnon? We were to go over the report of Mr. Gladstone Murray. At the last meeting we discussed the question of Mr. Murray's report when Colonel Steel was giving evidence, and he said at a later time he would be glad to go over this report with us. I think it would be well to have Colonel Steel as a witness so he can discuss this with us as we go through it.

Colonel STEEL: I think that is hardly fair to me. I may say that I have had no chance to read the report for a year. I am not conversant with the contents of the report at the moment. I think it would be fairer to you as well as to myself to give me at least a day's notice before I discuss Major Murray's report.

The CHAIRMAN: All right. We had expected that Mr. Ashcroft would take up most of the morning, with his evidence, and at the present time it leaves us with very little to do.

Mr. BEYNON: High and dry, as it were.

Mr. AHEARN: Mr. Chairman, Mr. Ashcroft said a very significant thing. He said as I understood it, that he did not want to divulge the names of some of the members of his association for fear of reprisals. I think we ought to ask for Mr. Charlesworth if there ever have been any reprisals. What was he afraid of? That was a very significant statement.

The CHAIRMAN: We shall have to ask Mr. Ashcroft when he comes back.

Mr. BEYNON: I do not think Mr. Ashcroft said he was afraid; he said the stations were afraid.

Mr. AHEARN: I was wondering what put that in his mind.

Mr. GAGNON: Did he say that CFRB was in the association?

Hon. Mr. CARDIN: He mentioned no stations in particular.

Mr. WRIGHT: CFRB was not mentioned.

The CHAIRMAN: If we have no work to do, I think we had better adjourn until our sub-committee can get witnesses here.

Mr. GAGNON: I have Mr. Bushnell here, who is the director of programs, and if any member of the committee wishes to hear him, he is available.

Mr. BEYNON: I suppose he will be available again.

ERNEST BUSHNELL, called.

*By the Chairman:*

Q. You are employed with the Radio Broadcasting Commission?—A. Yes.

Q. Would you tell the committee what your particular work is there?—A. My general duties are to supervise the program services for the commission in Ontario and western Canada, to assist in arranging programs and in the selection of talent, and to carry on the general work of program service at headquarters. Those briefly, are my duties.

Q. Would you tell the committee what experience you had before you started that kind of work?—A. Yes; in 1927 I was associated with station CFRB; in 1926 I was associated with CJYC, which at that time was owned by the International Bible students, and in 1929 I became associated with station CKNC in Toronto, which is owned by the Canadian National Carbon Company. During that time I held a position of studio director, and during the last two years was manager of the station. I was in some measure responsible for some of the Canadian broadcasts which were put on the air both locally and over several networks; and I became officially associated with the radio commission on the first of November, last year.

*By Mr. Gagnon:*

Q. You became associated with the radio commission in 1933? You came before the committee in 1932?—A. Yes.

Q. I understand that you appeared with Mr. Passmore?—A. Yes.

Q. Whom did you represent at that time?—A. As a matter of fact, I appeared with two associations, the Canadian Manufacturers' Association and the Canadian Broadcasting Association. The Canadian Broadcasting Association at that time was a group of some 20 or 30 privately owned stations in Canada.

Q. I understand that as director of programs in Western Canada and Ontario, you are in almost daily contact with radio stations all over western Canada?—A. Yes.

Q. It has been intimated in some quarters that there was ill feeling between the commission and these stations; would you elaborate that?—A. I do not know of any ill feeling existing, so it would be rather difficult to elaborate. There

has never been any ill feeling brought to my attention. As a matter of fact, before I was definitely engaged by the radio commission, I was loaned to the commission by the Canadian National Carbon company to assist in arranging networks in western Canada, and during that time I came in rather close contact with possibly all the western stations with the exception of the smaller stations in British Columbia. I cannot recall any definite objection on the part of any station to the work which the commission was doing.

*By the Chairman:*

Q. Would you describe to us, Mr. Bushnell, the routine process of establishing the network programs that go on the air; what is the process?—A. Well, it might be easier to describe the process of the arranging of several programs rather than one. In the first place, it is necessary for the commission to provide transmission facilities for these stations to take our programs. That, of course, is after the stations themselves have been arranged for. Then it has to be decided upon as to what point the program will originate from. That having been done, it is necessary for us to find suitable talent. In looking over our schedule we find we are broadcasting a certain number of a definite type of program; we must be careful that we do not give too many programs of the same type. Then we endeavour to ascertain where the best talent in Canada can be obtained for the type of program we wish to broadcast. That having been done, our regional directors are instructed to find the necessary talent; the numbers selected for the program are given to a continuity man who writes the continuity for the announcer, and then it is given to the director of the program to rehearse, sometimes for many hours, and is eventually put on our network as a finished product.

Q. How many continuity writers have you? Have you one in each station?—A. Yes. We have one continuity writer in practically every station we control, and then we are assisted in that way by the announcers and continuity writers in the basic stations of our network.

Q. Will you tell me how far ahead you have your programs prepared before they are put on the air?—A. All programs must be prepared three weeks in advance, at least; some of them are prepared as far ahead as three months. As a matter of fact, we have been engaged for some weeks in planning programs for our summer schedule, which will not begin until the first of May.

The CHAIRMAN: It is up to the members of the committee to question the witness; the Chairman should not do it.

*By Mr. Beynon:*

Q. Is the selection of talent one of your functions, Mr. Bushnell?—A. Yes, in the main it is. I have the supervision of the selection of talent. The selection of talent is left to some extent in the hands of our regional directors and station managers in the city where the program originates.

Q. From how many cities do programs originate?—A. They originate from practically every city in Canada, which has a broadcasting station.

Q. How many of these regional directors have you?—A. We have one in the Maritimes, one in the province of Quebec, one in Ontario, and one in western Canada, and one in British Columbia.

Q. When you say "western Canada" you mean the middle west?—A. Yes.

Q. And the regional director is the man who primarily locates the talent?—A. Yes.

Q. Who is your regional director in the middle west?—A. Mr. Horace Stovin.

Q. Do you know what his experience has been in that line?—A. I understand that Mr. Stovin was one of the first men interested in radio broadcasting in western Canada; that he operated an amateur station somewhere in Saskatchewan, I cannot recall the name of the place.



Col. STEEL: Community, Saskatchewan.

The WITNESS: Community, Saskatchewan. And that he became manager of a local Regina station some five or six years ago.

*By Mr. Beynon:*

Q. I was more interested in his experience as a selector of talent.—A. Well, I think it was generally recognized that Mr. Stovin, with the money which he had to spend on his local station in Regina, put on some of the finest broadcasts in the west.

Q. I was just wondering about his background. Is he a good judge of music; do you know anything about that?—A. Yes, I believe he is.

Q. You do not know what training he has had along that line?—A. No, I do not.

*By Mr. McKenzie:*

Q. You said a moment ago, in reply to Mr. Gagnon, that you appeared before this committee, or before the radio committee in 1932?—A. Yes, sir.

Q. Representing some 20 or 30 privately owned companies, I think you said?—A. I was one of the committee of the Canadian Broadcasting Association who represented those stations.

Q. I was wondering just what your position would be as compared with Mr. Ashcroft's this morning, at that time. Did you give the names of the company such as was requested of Mr. Ashcroft?—A. Yes, sir.

Q. You did?—A. Yes, sir. The Canadian Broadcasting Association at that time was a very active organization; dues were paid each year by member stations, and it was properly constituted with definite by-laws and regulations.

Q. Would you infer from that that this is not a proper organization, which Mr. Ashcroft represents?—A. I would rather not say, sir. I may add that I believe this Dominion Broadcasting Association has only been formed during the last three or four months.

Q. Well, it is hardly fair to ask you any questions in regard to that.

*By Mr. Wright:*

Q. Who is your regional director in Ontario?—A. Mr. Stanley Maxted, Toronto.

Q. What is the method of selecting talent?—A. By the process of auditioning, hearing the talent through facilities similar to those used if and when the artist concerned was broadcast.

Q. Have you recently developed any new talent in Ontario?—A. I do not think the word "developed" is hardly the word to use in that connection. I take it that the phrase "developing talent" means the teaching of artists to sing properly and to play properly; and I scarcely think that is the function of the commission.

Q. I do not mean that, I mean the method of selection more than anything else. It has been quite freely stated that there has been but one class of talent appearing in connection with commercial programs?—A. No, that statement is not correct.

Q. And the bulk of your talent is all chosen from other stations? Is that so?—A. No, it is not chosen from other stations. There is a certain amount of talent in Toronto, that is to say first class or experienced talent; and those whom we have selected might have sung over other stations, but we have definitely tried not to rob any station of any of its featured artists. For instance, two of the large commercials in Toronto have several artists whom we do not use as long as they are being used by those commercial companies.

Q. Do you co-operate with them when you use the same talent in both stations, which I would say was the proper thing to do, although you might not be able to give them full time service?—A. Yes, we are glad to allow our artists to take part in other programs. For instance, we permit four of our artists to sing on the Campbell Soup program.

Q. I have had two or three letters last week largely from other artists in Toronto stating that they had no chance to perform for the commission, and only two, what you might call new talent had been really brought into the field since the commission was formed. I want a little information on that.—A. Well, I have here a list of some of the artists whom we have used, and I think in that list you will find practically—I would not say all—but at least a goodly percentage of the more experienced artists in Toronto. For us to take an inexperienced artist is rather a costly affair, for the reason that there is a certain amount of technique required for broadcasting, and vocal artists particularly have to learn how to broadcast properly. We are scarcely in a position to pay orchestras for rehearsals in order to train those artists how to sing with an orchestra.

*By Hon. Mr. Cardin:*

Q. Is it not fair to say that the public is asking or expecting more from you than from any other private station?—A. Yes, I believe it is.

Q. They are more critical of your programs than they are of the programs of the privately owned stations?—A. I think so.

*By Mr. Ahearn:*

Q. Last night in Toronto there was a hockey match which was of great public interest, not only to Canada, but to the United States as well, between Detroit and Toronto. Was there any approach to you to put that match out on the air in a network?—A. I leave that question to be answered by the commissioners, sir, because it is a matter of policy.

Q. The public certainly were interested, but we could not get it. Could not these local stations have broadcast that on a hook-up?

*By Mr. Beynon:*

Q. You said something about arranging networks. Is it part of your function to arrange or determine what stations shall carry your programs?—A. No, sir.

Q. It is outside of your function?—A. Yes.

Q. Why do you say that you think Mr. Stovin is a good judge of music?—A. Because of the success which he had in connection with the local station.

Q. That is CKCK?—A. Yes.

Q. Do you know if he selected the talent there himself?—A. He did.

Q. Have you received any complaints about the selection of talent in western Canada?—A. Yes, we have.

Q. Very many?—A. Not a great many.

Q. What was the nature of the complaints?—A. The nature of the complaints has been that certain artists apparently have not had an opportunity of appearing on our programs.

Q. Has it come from the aspiring artists themselves or from any other sources?—A. From both.

Q. Do you look into the matter?—A. Yes, sir.

Q. I mean, you give it your personal attention?—A. I consult the audition list which I prepared after my trip to the west last summer, and if the artist was satisfactory to me, I refer the matter to Mr. Stovin and ask him to see if

this artist cannot be included in some of our future programs. If the artist was not satisfactory I advise the party concerned that we do not have an opening at the present time.

Q. I can quite appreciate there are many people who think they are artists, who are not?—A. Many, very many.

*By Mr. Gagnon:*

Q. That is true in all provinces. Have some examinations been held in the city of Quebec?—A. Yes.

Q. Were advertisements published in the papers that on a certain date there would be examiners present who would be ready to examine all persons who were anxious to have an opening with the commission?—A. That is correct.

Q. I would ask you if the same methods have been in operation all over Canada?—A. I can only speak for Ontario and the west. The same thing was done in practically every large city in the west last summer by myself and the vice-chairman, Mr. Maher, and was done in Toronto, and in London, and to a small extent in Hamilton.

*By Mr. Beynon:*

Q. Do you have the final say as to whether or not an artist shall or shall not be accepted?—A. I have the privilege of recommending to the commission.

Q. But you do not have the say yourself?—A. No.

Q. You are only in an advisory capacity?—A. Yes.

Q. Now, there is one artist in Moose Jaw by the name of Forrest; have you heard of him?—A. Yes.

Q. He was a very popular artist on the radio, was he not?—A. Yes.

Q. He has not been on recently?—A. To the best of my knowledge, when I left the west, Mr. Forrest was on a program in Moose Jaw, and he was a featured soloist for a great number of weeks.

Q. He has been cut off entirely?—A. In order to give another artist an opportunity of being heard.

Q. Would that be a good reason for eliminating him entirely?—A. No. I would not say he has been eliminated entirely; he is not engaged by the commission for the time being.

Q. That is quite a while, is it not?—A. Yes.

Q. Is he a good artist?—A. Yes, he is a good artist.

Q. There is a good deal of feeling there about this man having been eliminated, because he was very popular throughout Saskatchewan, and I think he was one of the medal winners of the Musical Festival there?—A. We could not begin to employ all the medal winners of the Musical Festival, because literally thousands of medals have been given in the western provinces.

Q. I refer to the fact that he was so popular to the listening public, and it has created a great deal of feeling that Mr. Forrest has not been employed, I think, for a great many months. I do not know. I am asking you because I am not personally familiar with the situation; but I understand that he is not being given an opportunity of being heard any further?—A. I do not think that is the case. Should we decide to arrange another program in Moose Jaw and find it necessary to employ the type of singer Mr. Forrest represents, undoubtedly, we would consider him.

Q. Do you contemplate arranging programs from Moose Jaw?—A. Yes.

Q. In the near future or the distant future?—A. As a matter of fact, we have programs originating in Moose Jaw at the present moment, two a week.

*By the Chairman:*

Q. How big is the city of Moose Jaw?—A. I think Mr. Beynon could answer that better than I.



Mr. BEYNON: It is a pretty large city.

The CHAIRMAN: I was wondering whether two programs a week were more than their share.

The WITNESS: Well, I will say this much that there are many cities in eastern Canada with the same population who are not heard on our networks at all.

Mr. BEYNON: Yes, of course, cities are much more plentiful in Ontario than they are in western Canada.

The WITNESS: Yes, true.

*By Mr. McLure:*

Q. Do you get many suggestions from the public regarding the class of programs that they prefer?—A. Yes, we do.

Q. Are these of any value to you in arranging your types of programs?—A. Yes, they are; because at all times we like to have our finger on the pulse of public opinion and we are guided in the selection of our programs by the desires of the public.

Mr. BEYNON: In other words, you are prepared to accept public taste as it is rather than to try to mould it?

The WITNESS: Yes.

*By the Chairman:*

Q. Have you developed a system of fan letters to check up on your programs?—A. Yes, all letters of appreciation or disapproval come to my desk.

Q. Have you asked for letters of appreciation or condemnation?—A. No, sir; not to my knowledge—not since my tenure of office.

*By Mr. Beynon:*

Q. Fan letters are not as numerous as they used to be, are they? In the early history of the science people were more inclined to write letters to broadcasting stations than they are now?—A. Yes. I think that is true.

Q. I imagine so. The science was new then, and there was a novelty to it. It would stimulate the public. Now, they take it as a part of a day's work and they ask for a program, and if it does not satisfy them they are liable to condemn it?—A. Quite right.

*By the Chairman:*

Q. Have you attempted any check-up to discover the relative popularity of your programs compared with other programs going over the air simultaneously?—A. Not since I have been with the commission.

*By Mr. Beynon:*

Q. Do you make the contracts with the artists, or is that done by the commission?—A. That is done by the commission.

*By Mr. Wright:*

Q. Is that done by the commission or by the regional director?—A. It is done by both. The fee is suggested by the regional director and is approved of by myself and passed on to the commission for its approval.

*By Mr. Beynon:*

Q. In the matter of the approval of the amount to be paid to the artists by the commission, is that largely a formal matter, or is your idea usually accepted?—A. Yes, it is accepted.

*By the Chairman:*

Q. Do you offer them more than they want?—A. There have not been any such cases brought to my attention.

Q. Of course, there is no way of tabulating the value of artists; different artists set different values upon their time and talents?—A. Yes.

Q. More particularly upon their talents than upon their time. But the public set different values. Is there anything developed within the commission whereby a value can be set upon artists? That goes back to my question of whether you have a check-up on the number of people that are listening to certain programs?—A. No. I would not say that has been done; it is more or less left to our ability to pay.

Q. That is always an important thing.

*By Mr. Beynon:*

Q. Now, I have another concrete case. There was an artist by the name of Isobel Much. I believe she is in Toronto at the present time?—A. My understanding is that Miss Much has gone to the United States.

Q. She was quite popular, was she not?—A. Yes, she was. If I recall correctly, although it was before my time, I think Miss Much was broadcasting on our national network.

Q. Yes, I think so. I think she got a very fine reception?—A. I think she did.

Q. Now, the complaint out there is that Miss Much left Moose Jaw, and one very bad thing you did was you advertised her as coming from Regina?—A. Mr. Charlesworth will have to accept the responsibility for that.

Q. And finally she left Canada, I believe, because she could not get an opportunity to use her talents here?—A. I cannot say as to that. I do not know for what reason she left Canada.

Q. That she was more or less sidetracked. I do not know anything about it myself?—A. That was a development before my time.

*By Mr. Wright:*

Q. I would say that in the city of Toronto there are fifty or seventy-five cases similar to those which Mr. Beynon has mentioned. You had a test of some two hundred voices—or was it more than that?—A. I believe there were more. That was during the time I was in the Canadian west.

Q. Many of the artists in Toronto were very enthusiastic about the commission, feeling that they were going to have an opportunity to get on the air, and the report comes out very frequently that not more than two new artists have been accepted, and they go further and state that much superior artists than those new ones are available. That is the case from the artists' end of it. I do not know whether or not in supervising the field you are using the best artists. I can quite appreciate, of course, that a person might be a very good singer and not be acceptable for broadcasting?—A. Yes.

Q. Nevertheless, the public are interested in some of those voices; they feel you are overlooking some good talent?—A. Our difficulty is this, that whereas we have a rather extensive schedule of programs, yet, the city of Toronto is only originating some eight or ten programs, per week, some of fifteen minutes duration, others of half an hour, and two full hour programs a week; and, naturally, in a city the size of Toronto and with such a limited number of programs originating there we cannot employ all the best talent at once.

*By Mr. Beynon:*

Q. Now, here is something I am interested in. What are the different types of programs? What do your programs consist of? I hear the radio very seldom?—A. I think I should refer you to our interim report in which that is very definitely set out. I will be very glad to go over that with you if you care.

The CHAIRMAN: Page 7.

Mr. BEYNON: The first is music.

The WITNESS: Page 13.

*By the Chairman:*

Q. Take opera, for instance, how do you secure your characters for the different parts—Sullivan's operas, for instance?—A. Well, we secure those artists who have had experience in that line of work. We have had in that operetta in Toronto—two artists who have been with the Beggars Opera company, and two, I believe, have been with the Doyle-Carte opera company, and the remainder are chosen from experienced artists in the broadcasting and concert field.

*By Mr. Gagnon:*

Q. You now have programs on the National Broadcasting Company's network?—A. Yes.

Q. Since how long?—A. Well, I can only speak as from the first of November, but I understand that we had an exchange of programs for some months prior to that. I think that question could be answered by one of the commissioners.

Q. Now, every Saturday, listeners can hear the Metropolitan Opera company of New York?—A. Yes sir.

Q. Have we some Canadian programs which are broadcast on American stations?—A. Yes sir, we have. At the present time, or rather beginning next week, we have arranged for a program called "Parade of the Provinces" originating in our Montreal studios to be broadcast over the network of the national broadcasting company, and that program, in our estimation, is of great value to Canada as a whole, as it deals with one province in each broadcast and points out to the American people the advantages that Canadians are now enjoying with regard to scenery, good roads, hunting and fishing etc.; and the program is taken by the national broadcasting company at no cost to Canada. Then, for the past several weeks the National Broadcasting Company have been kind enough to originate a program in their New York studios called "Hands across the Border." The continuity for this program has been prepared for the Canadian Radio Commission by the Parks Branch of the Department of Interior. This continuity has been sent to the National Broadcasting Company, and has been given as a part of the program.

This program is not only broadcast in Canada, but also over one of the networks of NBC.

Q. Do you receive any appreciation from the Americans with respect to Canadian programs broadcast in the United States?—A. Yes, we do.

Q. I want to know whether they are appreciative or not?—A. Well, I can produce letters to that effect if it is your wish.

Q. Have you special Canadian features which are being broadcast in the United States?—A. Yes. We have also had our program "Under the Bridges of Paris" or "Sous les Ponts de Paris", which has been going over an American network for the past six months, and then the Canadian Grenadier Guards band was sent over an American network on Sunday afternoon for many weeks. Some of our best programs originating in Toronto have been sent over both the Columbia and National networks, such as "Gaiety and Romance" and "Melodic Strings" under the direction of Mr. Chuhaldin.

Q. You have very cordial relations with the great American networks?—A. I would say our relations with them are as nearly perfect as it is possible to have them.

Q. There is one newspaper in my home town, Quebec, which is publishing the news that it costs \$25,000 to the commission to broadcast the opera. What



can you say about that?—A. It does not cost us one penny, with the exception of the cost of the transmission circuits which connect the stations. The National Broadcasting Company was even kind enough to pay the copyright for us.

*By Hon. Mr. Cardin:*

Q. Who is the director for the province of Quebec?—A. Mr. Dupont.

Q. Is he permanently with the commission now?—A. Yes, he is, but his father died last week and he is away.

Q. If I remember rightly he was connected with CKAC previously?—A. He was the manager.

*By the Chairman:*

Q. Have you very many artists in Montreal who would like to get on the radio but who you have not been able to take on yet?—A. Well, I cannot speak for Montreal; Mr. Dupont can. I will say this, however, that those artists that Mr. Dupont has taken on in Montreal have rendered a very excellent service. As a matter of fact, my great concern is to find artists in Toronto and the West who can compete favourably with them.

*By Mr. Gagnon:*

Q. You refer to the Lyric trio?—A. Yes.

Q. Are they appreciated in western Canada?—A. Yes, very much.

*By the Chairman:*

Q. Competition between cities, I suppose, is not a bad thing?—A. No, sir; it is not.

Q. It develops artistic talents in various parts of the country?—A. Yes, and it is also valuable to the program director.

Q. May I ask you this: have you made any efforts to secure any of the talent among the foreign population—our new Canadians? I understand that to-day in the west there are some very fine artists among the Ukranian and Slavic groups—at least we were so informed when we were sitting in 1932?—A. Yes, we have. We used the Ukranian choir for a number of broadcasts originating, I believe, in Regina. Is that not correct, Mr. Beynon?

Mr. BEYNON: I do not know.

The WITNESS: Yes, we did.

The CHAIRMAN: Were any of those programs used on the trans-Canada network?

The WITNESS: They were all put across the national network.

*By Mr. Wright:*

Q. Has band music been popular?—A. Yes, it has, and is. We have endeavoured to give practically every well established band organization in Canada an opportunity of being heard. We created a series of band programs for this purpose, and one week a band is heard from the Maritimes, the next week from the province of Quebec, the next week from the province of Ontario, the next week from the mid-west, and the next week from Vancouver.

Q. Have you ever used the 28th Highland Band of Toronto?—A. Not to my knowledge; there are many bands in Toronto, and we are endeavouring to give Toronto its fair proportion.

Q. That band has been mentioned a number of times; it is supposed to be the leading band in Toronto?—A. Of course, again, that is a matter of opinion.

Q. It is very heavily advertised, and many people in Toronto cannot understand why it has not appeared?—A. If the band is a good one and we continue this series of band concerts undoubtedly it will be heard.

*By Mr. Gagnon:*

Q. Could you elaborate on your programs of lectures from the universities in Canada?—A. We arranged with the universities of Canada to broadcast at least one period a week and the broadcast was given by a university professor. We also arranged for a series of debates between universities—that proved immensely popular with our audience. The debates were arranged in four sections of the country. We had four of these sections operating at the same time, the western provinces and British Columbia on one network, Ontario on another, the French speaking universities on another, and the English speaking universities in the Province of Quebec with the universities in the Maritimes on a fourth and by the process of elimination Laval University, in your own city, sir, was the eventual winner.

*By the Chairman:*

Q. Who took charge of the organizing of the debates in the universities?—A. That was really under the supervision of Mr. Dupont and myself, and of course, under Mr. Maher. May I make it plain that Mr. Maher, the vice chairman, is the director of programs for all Canada.

Q. What is Mr. Dunlop's position?—A. He is the head of the department of university extension in Toronto university. We had Professor Corbett, in the university of Alberta, to organize the west. Mr. Dunlop organized Ontario and the Maritimes, and Dr. Montpetit organized the French universities.

Q. Who chose the judges? I want to nail the responsibility for that particularly?—A. They did.

Q. Who is they?—A. Mr. Dunlop, Professor Corbett and Dr. Montpetit. The choice of the judges was left absolutely in their hands.

Mr. CHARLESWORTH: If I might supplement Mr. Bushnell's evidence on that point. We owe a debt of gratitude to Mr. Davies, M.P., for one of the northern constituencies, and president for Canada of the intercollegiate debating society. He assisted us in organizing this in June of 1932 after your committee had decided to have a commission. The universities of Canada met and arranged for a permanent committee to assist radio in that educational way. Of that committee Mr. Dunlop and Mr. Corbett were members, and also Colonel Bovey and Dr. Montpetit. They operated jointly. That organization was completed last spring before Mr. Bushnell was with us, and that is the history of that educational broadcast.

The CHAIRMAN: Does it still exist?

Mr. CHARLESWORTH: Yes, it is a permanent committee appointed by the universities.

*By Mr. McKenzie:*

Q. Have you had any complaints from the rural areas of the western provinces with regard to your programs?—A. I would say we have had some.

Q. What was the nature of the complaints?—A. Well, that is rather difficult to answer, because they were so diversified. I do not think rural areas differ from any other part of the country. We receive letters that some of them like old time music and others do not care for it, but prefer symphony or concert music.

Q. There was something came out in the committee the other day that probably the commission are, to a great extent, overlooking. Colonel Steel in his remarks said that when he was in Regina he heard distinctly both Bismark and Moose Jaw, for instance, practically on the same wavelength, and he made the statement that the newer models of radios can get either one or the other, whereas the older models cannot?—A. Yes.

Q. Now, in the rural areas, I heard nothing but condemnation. They condemned the radio commission and everything. They say that this thing has cost us a lot of money and the programs are not nearly as good as formerly?—A. Do you mean as formerly from the private stations?

Q. Yes, they had better reception. Radio was considered a great boon to our rural areas in the western provinces, but they say now they cannot get any of the stations. Ninety per cent of the radios in the rural areas are battery sets, and some of them are very ancient. Some the contraptions are home made. They are more or less for local conditions. They can only receive stations like Bismark, Moose Jaw and Regina, and when the wavelength is changed one station interferes with the other. I know they have trouble, particularly in getting Moose Jaw. The people are asking what this commission does. It seems as though they are doing nothing but interfering, one station with the other, getting the wavelengths so close that they cannot get any of them. They are very discouraged, to say the least, over the work of the radio commission. There is no use disguising the fact; they are dissatisfied; and they are asking: why not go back to the old form rather than have a radio commission. I was wondering whether you have had many complaints along that line?—A. Of course, complaints of that nature go to Colonel Steel. The complaints concerning the programs come to Mr. Maher and to me.—A. Of course the complaints of that nature go to Colonel Steel, but complaints of the programs come to Mr. Maher, Mr. Dupont and myself.

*By Mr. Beynon:*

Q. I quite appreciate that. I drove over the southern part of Saskatchewan last summer and I found the same difficulty. As I drove into a town or village, they would tell me that they were going to throw their receiving sets into the street, as they were of no use to them any more until the system was changed. I cannot speak from personal knowledge because I have not had the opportunity to listen, but that was the complaints all over, particularly in the southern part of Saskatchewan.

Mr. McKENZIE: I think the trouble is that probably the commission does not realize that there are no up to date sets there. They are all people who are not buying new radios, because they are not in a position to buy them.

Mr. BEYNON: They are not buying anything new.

Mr. McKENZIE: No, and they are not able to. I do not know what the radio program is, but they cannot tune in on these stations. Their are two stations that are very closely together. They appear to be on the same wavelength, and they cannot be separated by the sets they have.

The WITNESS: May I say this: the matter of wavelengths is a subject about which I know very little, but when Mr. Maher and I visited the Canadian west for some ten weeks last summer, we were greatly impressed with the need of radio in the rural districts, and we have given a great deal of consideration in the building of our western programs, and of all our programs, to the needs of those living in rural communities.

Mr. McKENZIE: Yes, but you quite understand that if they cannot tune in on a good program, it is of very little use to them. Something is interfering and shutting them off. I think that is something that should be given special consideration, in order to see if something can be done to give the people good reception; because a great many of them have said there is no use of us paying \$2 for a radio licence if we do not get any benefit from it. Whereas a few years ago, reception out in the rural districts was very good.

Mr. BEYNON: The best in the world.

Mr. McKENZIE: Both in the cities and towns.



The WITNESS: I do not want to encroach on Col. Steel's territory in any way. Might I suggest that the statements you make are undoubtedly true, but it is caused largely by the vast increase in the number of stations now operating as compared with two or three years ago.

Hon. Mr. CARDIN: In Canada?

The WITNESS: In the United States.

Hon. Mr. CARDIN: And in Canada also?

The WITNESS: And in Canada.

Mr. McKENZIE: Well, that is another matter. I may say quite frankly that I was disappointed in the work which the commission has done in regard to taking over privately owned stations. The act provides for taking over of control of all broadcasting in Canada. I believe that we must get either public ownership or go back to the old system, either one or the other. It will prove very unsatisfactory as long as we have part one thing and part another. We cannot have part public ownership and part privately owned, because I do not think it will be satisfactory.

Mr. GAGNON: If I may interject my humble opinion, I will say there will be no decided improvement unless the House of Commons decides to vote the money, or at least, vote the commission all the money paid by the licence owners. When the experts came before the committee in 1932, I think it was proven conclusively that it would cost \$5,000,000 or \$6,000,000 to establish a modern, well equipped network in Canada.

Mr. BEYNON: The trouble is this; the experts of 1932 showed how this thing was going to be financed beautifully, but it has not worked out that way. The preponderance of opinion was for the creating of a publicly owned system, and they were all optimistic as to how easy it would be to finance it. Their views were accepted, but I was filled with doubt at that time. I could not see how it could possibly be done, comparing it with the British Broadcasting system, where they had a much smaller territory over which to broadcast and a tremendous population to support it. How 10,000,000 people could supply sufficient funds to broadcast over the tremendous expanse of country was something I could never see, and it is working out just as I expected. I foresaw that the commission would be handicapped terribly by lack of funds. They could not carry it out no matter how efficiently they were, or how hard they tried. They would be handicapped in undertaking an impossible task without the money available.

The CHAIRMAN: Would it not be better for the members of the committee to try to get all the information and evidence in, and then we can discuss afterwards what can be done. I do not think we have got by any means all the evidence there is to offer yet.

*By Mr. Wright:*

Q. Just to clear up that point, I should like to ask you this question: The complaints Mr. McKenzie speaks of might be due to change in wavelengths where the wavelengths were changed?—A. I do not know, sir, ask Col. Steel.

Mr. GAGNON: Anyone who has listened to radio during the last five years must admit that there has been a wonderful improvement in all fields of activity. Of course, those who do not listen are in a different position. I do not know how they can be in a position to speak conclusively in the matter. I should like to hear from Mr. Maher.

*By Mr. McLure:*

Q. I should like to ask Mr. Bushnell one question. It is possibly not fair to ask you this, as a program director, but the general opinion is that Canadian

musical programs compare most favourably with American musical programs. If it is fair to put that question to you, my question is this: how do you think our musical programs compare with American ones?—A. Very favourably indeed; and why not? Just because we are located a few miles north of some imaginary boundary, does not in any way indicate to me that the good Lord forgot to give us plenty of artistic talent.

*By Hon. Mr. Cardin:*

Q. Do you pay any attention at all to the choice of the announcers?—A. Yes, I do, in my own territory.

Q. I may be somewhat prejudiced, but I think the good reputation of a station depends to a very large extent on the qualifications and the talents of the announcer?—A. Yes.

Q. Am I labouring under a misapprehension in thinking that an announcer with a very disagreeable voice will spoil the program and destroy— —A. That is quite true.

Q. —the beauty or quality of the program?—A. To a large extent, that is true.

Q. Have you any method at all of testing the voice of those who are chosen as announcers, and have you any authority, once they have been appointed, to dispense with their services when it is proved that they are not up to date?—A. In the case of our own stations, stations which we control, we have that authority; but in the case of stations we do not control I do not understand that we have that authority.

Q. Don't you think under the authority which you have for making regulations in regard to privately owned stations would give you the right to induce them to change a certain number of their announcers—a large number of them are terrible to listen to.

Mr. MAHER: We have not had any complaints. This is the first one. If you will make a complaint we will take it up with the station, and if they are announcing on the Canadian radio commission stations, we will dismiss them right away.

Hon. Mr. CARDIN: So far as the Canadian radio commission is concerned, I have very little to say, because I am of the opinion, as far as your programs are concerned, and your announcers, you are ahead of all privately owned stations. That is my view. But I would hesitate to place any of those announcers in the employ of the privately owned stations in the position of losing their positions; but I think in the interest of the privately owned stations themselves, they should provide some other kind of announcers, and change those they have.

*By Mr. Beynon:*

Q. When you broadcast a network program from Toronto who does your announcing?—A. We have eight announcers in Toronto; any one of the eight might announce the program, although it is our practice to designate certain programs to certain announcers, the type of announcer we feel best suited to the type of program.

Q. In regard to the Toronto programs to which I have listened, I might say that I think your announcer there was very good, whoever he was?—A. Thank you.

Q. I do not know whether Mr. Cardin referred to the same parties or not; he may have different ears, but there is one announcer I have heard on several occasions who I think is splendid. He seemed to have an exceptionally good voice, and very clear in announcement, and he also used good judgment. He did not use any smart alec cracks which are offensive to the public.

Hon. Mr. CARDIN: My complaint is particularly with the privately owned stations.

Mr. BEYNON: I do not know as to those, but I noticed the national network broadcasting announcing from Toronto was very good.

Hon. Mr. CARDIN: I am told that the National Broadcasting Company and the Columbia Broadcasting system are very severe in the choice of their announcers. As I said the other day, I have listened for fifteen minutes to an announcing of patent medicine from David Ross of the NBC rather than listen to an announcer in Canada speaking on the most interesting subject. This also applies in the case of lectures. I remember one lecture coming over the air from a privately owned station, and it was announced by a man whose tone was terrible. To improve those matters would be in the interest of the privately owned stations themselves.

Mr. BEYNON: I think the announcing has a very great effect on the program.

Hon. Mr. CARDIN: I think so myself.

Mr. BEYNON: I agree with you, that the effect of a good program would be spoiled by poor announcing.

Hon. Mr. CARDIN: I think it takes a man of some education and some judgment not to overdo his work.

Mr. BEYNON: Some of those fellows will ring in with those smart alec cracks which are offensive to the reasonably cultured public.

The CHAIRMAN: I should like to ask Col. Steel a question or two.

Colonel STEEL, called.

*By the Chairman:*

Q. Colonel Steel there are a couple of questions that have come to my mind, and I should like to ask you about them. Apparently from the reception end of it, most of the criticism we have heard here has been from a station in Saskatchewan and your Toronto station?—A. Which station?

Q. The Toronto station, and the Saskatchewan station, Moose Jaw or Belle Plaine, as it is known now. You told us the other day that the interference in regard to the Toronto station was due entirely to Mexican stations. In regard to the Saskatchewan station, would you tell me what distance in the spectrum there is between Bismark and this station in question?—A. Ten kilocycles. Bismark is located at 550 kilocycles, and the Belle Plaine station at 540 kilocycles. That is the standard separation between stations that has been adopted on the North American continent.

*By Mr. Wright:*

Q. What were they prior to the commission taking them over? Has the wavelength been changed?—A. The Belle Plaine station is a new one, opened with the last four months. There was no station existing at Belle Plaine previously. I have forgotten the exact date, I believe it was the first of December.

*By Mr. Ahearn:*

Q. Is it a very powerful station?—A. No, it is not.

The CHAIRMAN: What is it?

The WITNESS: It is about 500 watts.



*By Mr. Beynon:*

Q. It was originally CJRM, located at Moose Jaw, the Moose Jaw station?  
—A. No, sir, I beg your pardon. The actual equipment that is there is equipment that previously was located in James Richardson's station at Fleming; the James Richardson station in Moose Jaw was closed down definitely and the equipment scrapped.

Q. It carries the same name?—A. The same call letters were issued.

Q. It is the same company?—A. The same company.

Q. Taking their equipment from Fleming?

The CHAIRMAN: How far is Belle Plaine from Moose Jaw?

Mr. BEYNON: Eighteen miles.

The CHAIRMAN: 540 used to be in Windsor.

The WITNESS: 540 previously was in Windsor, but by international agreement, first at Washington and reaffirmed at Madrid, we agreed not to use channels below 550 kilocycles within a distance of 1,500 miles of the seacoast; that is why it was moved out of Windsor.

Q. Why was that 1,500 miles from the seacoast agreed on?—A. Because 540 kilocycles is sufficiently close to the band used at sea to cause interference with the type of receivers they are forced to use on ships, unless the interfering station is that distance from the coast. That is a matter coming under the general working of all forms of radio, and of course, the regulations concerning such matters are set by international conference.

Q. All other countries agreed on that at Madrid?—A. Yes.

Q. Except Russia?—A. Russia agreed to that particular regulation.

Q. There were a lot of things they did not agree to?—A. Yes, a very large number. I would like to add this statement, if I may, Mr. Chairman. The station which appears to be causing a certain amount of difficulty with the operation at Belle Plaine, is the Bismark station. Within the last seven or eight months that station has increased its power five times.

*By Mr. Beynon:*

Q. Do you mean five times or five different increases?—A. It has increased its power five hundred per cent. It started at 500 watts, or half a kilowatt, and increased to two and a half kilowatts. That has caused some interference for the older type of receivers.

*By the Chairman:*

Q. How far is Bismark from Belle Plaine?—A. I do not think I can answer that question without referring to my records, but I do know the distance is within the limits set by the engineering standards used in North America for separation between stations of that type. I can look that up and give you the answer, but I have not got it here.

Q. What is the daylight coverage of the Belle Plaine station, approximately? I do not suppose you can make any definite statement; it is 500 watts, would the coverage be 125 miles, 40 miles?—A. I would think that that station had a reliable service area of about 75 miles in radius. That is what I would expect. It might be more, and it might be less in places.

*By Hon. Mr. Cardin:*

Q. What do you call an old receiving set?—A. When I said "old sets" Mr. Cardin, I referred to sets which had been built previous to 1927 or 1928. At that time a new type of receiving set was introduced in North America, known as the superheterodyne receiver. The type used previously to that was known as the tuned radio frequency type. Now, the tuned radio frequency type

is not nearly so selective as the superheterodyne. Since the introduction of the superheterodyne it has been possible to utilize the 10 kilocycle separation between stations, providing you employ certain engineering standards of separation between the geographical locations of the stations. I would like to point out in that connection, Mr. Chairman, that Canada, located as it is very close to United States, is forced to adopt almost identical technical regulations and engineering standards to those used in the United States. They have some ten times as many stations as we have, and if we do not utilize exactly the same principles in allocating frequencies and in placing these stations geographically, we are certainly going to be pretty well obliterated as far as our stations are concerned, because they are very much smaller on the average. Therefore, we must use exactly the same engineering specifications and regulations that they do. That principle has been adopted in drawing up our regulations and in making our frequency assignment to stations. That was one of the points covered by the exchange of letters which took place in 1932 between Canada and the United States.

Q. I am under the impression that in the last year there has been more interference in the province of Quebec than previously, although our people are using the most modern sets that are on the market. You said the other day that it was due to the Mexico station; but I have been told that the listeners were getting very good reception even with that Mexico station on the air, up to a year ago, and they are experiencing more difficulty now. I cannot speak very definitely on that, because my personal observation is not complete in that regard. Is it not a fact that a certain number of stations have been put closer together than they were before?—A. Do you mean in Canada or the United States?

Q. Canada.—A. There have been increases in the past year and a half, of about twelve or fourteen stations in Canada. Those have been mostly low-powered stations. There has only been the one increase so far as high-powered stations are concerned, and that was the new station in Montreal. If you are referring in your original remarks to the lower powered stations, the little stations below 500 watts, it is possible in putting these fourteen stations into service in Canada, that it has been necessary to decrease somewhat the geographical separations, but, so far as I am aware at the moment, we have used identically the same spacings as they employ in the United States. I do not think there are any cases in Canada where two stations, operating on the same or adjacent channels, are within those limits.

Q. Is not the station of La Presse, Montreal, closer now than it was before to the stations in New York?—A. No, sir, no change there at all.

The CHAIRMAN: What particular station in New York?

Hon. Mr. CARDIN: The National Broadcasting Company.

The WITNESS: One of the NBC's stations have an adjacent channel, 720 kilocycles.

*By the Chairman:*

Q. Have they increased their power?—A. No, sir, not since we came into being.

Q. There is no change at all in relation to these two station?—A. Not between United States' stations and La Presse.

*By Mr. Beynon:*

Q. I must agree with Mr. McKenzie and state that in the city of Moose Jaw, with modern sets, interference does exist.

The CHAIRMAN: This committee will be sitting for some little time, Colonel Steel, and I should like you to make a little survey and give us a report as to the conditions there, from a technical standpoint, to see if anything can be done to clear it up before we get through this committee's sittings.

The WITNESS: I will be glad to make a report sir.

The CHAIRMAN: With some suggestion of improvement?

The WITNESS: I can make a suggestion right now. There is only one thing that can be done, and that is to increase the power.

The CHAIRMAN: Of the outlying stations.

The WITNESS: All stations in Saskatchewan and the middle west. They are all low powered. What you want out there is one or two high powered stations.

Mr. BEYNON: Here is what strikes me as one difficulty there. Is it not going to develop into a competition to raise power? Suppose another station comes in across the border five times as strong as Bismark, where is it going to end?

The WITNESS: We now have an agreement between the United States and ourselves with regard to that very question. There are certain channels upon which we can extend power indefinitely; as long as we stay on those channels and increase the power, there will be no complaints from the United States and no competition of that type.

The CHAIRMAN: The same thing applies to the United States with us?

The WITNESS: Exactly.

*By Mr. Beynon:*

Q. Those people are not on that channel, still they interfere with the channel, that is the trouble?—A. If you had a 5 kilowatt station instead of a 500 watt station, the people throughout Saskatchewan would have no difficulty in getting that station.

Q. Could they get Bismark with that station on?—A. With any receiver manufactured since 1928 or 1929 I would say they would have no difficulty.

Q. They cannot do it now; even with the low power of Belle Plaine they cannot get Bismark?—A. I made three different tests on three different types of receivers of the modern type in different places, all in and around Regina, and I had no difficulty whatsoever. Now, I did not have the time to go to every receiver in the vicinity of Regina, but I did with three different receivers, three different makes of modern type, and I had no difficulty in separating Bismark and Belle Plaine. I can only offer that for what it is worth, but I can tell you this: I submitted this question to the radio manufacturers of Canada, and they unquestionably supported the statement I have just made, that the modern receivers can and will do it.

*By Mr. McKenzie:*

Q. A very few of the machines they are using out there are of the modern type?—A. That just brings up the difficulty I mentioned before that we have to keep in line with the United States in our technical development. If they are going ahead with the development of modern receivers, then Canada must do the same thing or we drop out of the picture; and we cannot expect United States to maintain their end of the bargain unless we do the same thing over here.

*By Mr. Beynon:*

Q. No matter from which way you face it, it becomes an economic problem?—A. Economics certainly come in; but with regard to this question of no new receivers being placed in operation in the west, I would just like to make this



statement in regard to only one company in Canada. Within six months last summer and early fall, they sold 2,400 new receivers in Manitoba, Saskatchewan and Alberta.

Q. I will guarantee you very few went into the southern rural area of Saskatchewan?—A. I have not those figures, but that is the fact.

The CHAIRMAN: Are most of those radio sets battery sets?

Mr. McKENZIE: Yes, 90 per cent.

Mr. BEYNON: They have to be.

The WITNESS: I can make this further statement. Out of those 2,400, 1,600 were battery and 800 electrically driven.

The CHAIRMAN: In relation to the battery sets and the electrical sets, is the same amount of selectivity possible in both those types of sets?

The WITNESS: There is no difference insofar as sensitivity or selectivity is concerned.

Hon. Mr. CARDIN: May we ask Colonel Steel if he can place before the committee a copy of the agreement reached with the United States in 1932?

The CHAIRMAN: Have you copies, Colonel Steel?

The WITNESS: No. I will have to get them from the Department of External Affairs. I do not happen to have one with me, but I shall get one and turn it over to you.

The CHAIRMAN: It is in the 1932 Hansard. It was submitted by the Prime Minister and read into Hansard just prior to the time of the formation of the committee.

Hon. Mr. CARDIN: Were the full details given? There is nothing that I remember exactly in the Prime Minister's remark as to the share of wavelengths between Canada and the United States.

The CHAIRMAN: I think so. Has there been anything else since then, or is that the total?

The WITNESS: That is the total.

The CHAIRMAN: I think you will find everything in there.

The WITNESS: I shall be glad to get a copy of that and have it mimeographed and distributed.

Hon. Mr. CARDIN: May I ask Colonel Steel to give us a copy of the previous arrangement with the United States, the one which preceded 1932.

The WITNESS: I do not know whether there was a previous agreement to that. I do not think there was any written agreement previous to 1932. I can tell you what actually existed previous to 1932.

The CHAIRMAN: Will you prepare that?

The WITNESS: I will prepare a statement and have it available at an early date.

Mr. AHEARN: Will that statement show who were the technical advisors to the Minister in Washington?

The CHAIRMAN: I think I suggested that you put a question on the order paper.

Mr. AHEARN: I wondered if it was in that report.

The CHAIRMAN: Whatever the report contains will be submitted.

The WITNESS: Yes, whatever I can get from the Department of External Affairs.

The committee adjourned to call of the Chair.











SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932

(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 4

---

WEDNESDAY, APRIL 11, 1934

---

WITNESSES:

Mr. R. W. Ashcroft, President, Dominion Broadcasters' Association,  
Toronto.

Mr. H. C. Buchanan, Moose Jaw, Sask., representing Moose Jaw Radio  
Association, and Station CHAB.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934





# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,

COMMITTEE ROOM 429,

WEDNESDAY, April 11, 1934.

## MORNING SITTING

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 11 o'clock a.m. this day, Hon. Mr. Morand, Chairman, presiding.

Members of the Committee present: Messieurs. Ahearn, Beynon, Cardin, Gagnon, Garland (*Bow River*), McKenzie (*Assiniboia*), McLure, Morand, and Wright—9.

*In Attendance as Witnesses:* Mr. R. W. Asheroft, President, Dominion Broadcasters' Association, Toronto, and Mr. H. C. Buchanan, representing Moose Jaw Radio Association, Station CHAB, Moose Jaw, Sask.

*Present:* Mr. Charlesworth, Chairman, Lt.-Col. W. A. Steel, Commissioner, and Mr. E. C. Buchanan, Director of Publicity, Canadian Radio Commission.

The Chairman had distributed, to the Committee, list of communications respecting radio matters received from Friday, March 23, to Wednesday, April 11, as follows:—

Atkinson, Jerry, Cobourg, Ont., dated March 22.

Asheroft, R. W., Toronto, dated March 26.

(Listing members of Dominion Broadcasters' Association.)

Andrew, Vic. E., New Westminster, B.C., dated March 24.

Asheroft, R. W., Toronto, Ont., dated April 2.

(Submitted to Mr. Morris, Clerk of Committee.)

Bovey, Wilfrid (Director of McGill University), Montreal dated March 23.

Buckley, Jas., Montreal, dated March 23.

Beynon, W. A., M.P., Ottawa, dated March 24.

(Enclosing letter from Mr. Jos. Dobson, Moose Jaw.)

Bowers Battery Service, Kamloops, B.C., dated Mr.

Barber, H. J., M.P., Ottawa, dated March 25.

(Enclosing letter from Jubilee Ladies' Orange Benevolent Association, Chilliwack, B.C.)

Buckley, James, Montreal, dated March 26.

(Enclosing clipping from "Montreal Star".)

Bernier, J. A., Outremont, Que., dated March 28.

CJOR (Brief), Vancouver, B.C., dated April 2.

Canadian Westinghouse Co., Hamilton, Ont., dated March 19.

(Enclosed in letter from Mr. G. C. Wilson, M.P.)

CJCB, Sydney, N.S., dated March 22.

CKPR, Fort William, Ont., dated March 21.

Coombs, A. H., Simcoe, Ont., dated March 27.

Craven, D. (City Clerk), Moose Jaw, Sask., dated March 29.

(Submitted to Sub-Committee on Witnesses.)

- CFCY, Charlottetown, P.E.I., dated March 31.  
CJCB, Sydney, N.S., dated April 2.  
Denton, Frank, Toronto, Ont., dated March 19.  
Drummie, S. F., Saint John, N.B., dated March 22.  
(Enclosing confirmation of wire from CFBO.)  
Denton, Frank, Toronto, Ont., dated April 3.  
(Submitted to Sub-Committee on Witnesses.)  
Edwards, Comm. C.P., Ottawa, Ont., dated April 5.  
(Enclosing letter from J. A. Verdon, Montreal.)  
Fox, Dr. W. Sherwood, London, Ont., dated March 21.  
Fraser, John A., M.P., Ottawa, Ont., dated March 24.  
(Enclosing letter from Bowers Battery Service, Kamloops.)  
Fitch, C. R., Fort Frances, Ont., dated March 23.  
Frisby, W. G., Toronto, Ont., dated March 27.  
Gardhouse, G.W., Weston, Ont., dated March 21.  
Gladwin, N. W., Shediac, N.B., dated March 22.  
(Enclosing letter from Mr. Charlesworth.)  
Geary, Col. G. R., M.P., Ottawa, Ont., dated March 27.  
(Enclosing copy of letter from constituent.)  
Garneau, Ray, Quebec, Que., dated April 3.  
Holman Limited, R. T., Summerside, P.E.I., dated March 15.  
(Brief.)  
Halstead, O., Nokomis, Sask., dated March 27.  
Haupt, D. C., Montreal, Que., dated March 31.  
Hopwood, Mrs. H. W., Regina, Sask., dated April 1.  
Jones, G. C. (University of New Brunswick), Fredericton, N.B., dated March 23.  
Jackson, Allan, Toronto (?), dated March 22.  
Johnstone, J. H. L., Halifax, N.S., dated March 29.  
(Prof. Physics, Dalhousie University.)  
MacNicol, John R., M.P., Ottawa, dated March 22.  
(Two letters—both submitted to Sub-Committee on Witnesses.)  
Moose Jaw Board of Trade, Moose Jaw, Sask., dated March 21.  
(Enclosed in letter from Mr. Beynon, and submitted to Sub-Committee on Witnesses.)  
Moose Jaw Musicians' Association, Moose Jaw, Sask., dated March 22.  
(Submitted to Sub-Committee on Witnesses.)  
Maine, S. F. (University of Western Ontario), London, Ont., dated March 23.  
MacLean, A. E., M.P., Ottawa, Ont., dated March 23.  
(Enclosing brief from Messrs. Holman Ltd., P.E.I.)  
MacNicol, John R., M.P., Ottawa, Ont., dated March 27.  
(Submitted to Sub-Committee on Witnesses.)  
MacNicol, John R., M.P., Ottawa, Ont., dated March 28.  
(Enclosing letter from British Imperial Association, Toronto.)  
(Submitted to Sub-Committee on Witnesses.)  
Moore, Thos. (Trades and Labour), Ottawa, Ont., dated March 29.  
(Submitted to Mr. Morris, Clerk of Committee.)  
Montreal "Star" (clipping by S. Morgan-Powell), envelope dated March 29.  
MacNicol, John R., Ottawa, Ont., dated April 9.  
National Battlefields Commission, Quebec, Que., dated March 21.  
Northern Broadcasting Company, North Bay, Ont., dated March 22.  
(CFCH, North Bay; CKCB, Timmins; CJKL, Kirkland Lake; submitted to Sub-Committee on Witnesses.)  
Price, John H., Quebec, Que., dated March 23.  
Richardson, James A., Winnipeg, Man., dated March 21.  
(Letter to Mr. Gagnon.)



Societe du Bon Parler Francais, Montreal, dated March 22.

Societe Saint-Jean Baptiste, Montreal, dated March 22.

Seal, Percy L., Ottawa, dated March ?

Surintendent de l'Instruction publique, Quebec, Que., dated March 28.

Smithers Chamber of Commerce, Smithers, B.C., dated March 28.

University of Montreal, Montreal, Que., dated March 22.

Wickens, Alfred J. (clipping enc.), Moose Jaw, Sask., dated March 22.

Wickens, Alfred J. (clipping enc.) Moose Jaw, Sask., dated March 23.

Wickens, Alfred J. (clipping enc.), Moose Jaw, Sask., dated March 24.

Wilson, G. C., M.P., Dundas, Ont., dated March 24.

(Enclosing letter from Canadian Westinghouse Co., Hamilton.)

Wickens, Alfred J., Moose Jaw, Sask., dated March 26.

(Enclosing copy of letter to Mr. Charlesworth.)

Warner, Sid. (alias Saul Weinberg), Toronto, Ont., dated March 26.

Winchester, E. C., Regina, Sask., dated March 27.

Whitaker, Walter, Toronto, Ont., dated April 5.

Young Mens' Section, Saskatoon Board of Trade, Saskatoon, Sask., dated March 24.

Following an inquiry by Hon. Mr. Cardin at a previous meeting, the Chairman had handed to the Committee, information which had been supplied respecting radio broadcasting arrangements as between Canada and the United States in 1932, and also, in connection with the previous arrangement on radio matters between the two countries.

Mr. Ashcroft called. He had distributed to each member of the Committee, a copy of his prepared brief; also a copy of a proposed Bill as a substitute for the present Radio Broadcasting Act.

The witness submitted his brief to the Committee, which appears as read in the proceedings of evidence of this date. Witness asked to have two corrections made in previous evidence, which was done. After a period of questions and answers the Chairman read a letter from Mr. Ashcroft, and in that connection read a brief summary of letters and telegrams received from the following stations: CFCY, CJCB, CFBO, CKPC, CKLW, CFCH, CJKL, CKGB and CKPR, (see evidence).

Mr. Buchanan called, and submitted a brief, which he stated represented the views of the Moose Jaw Radio Association, and also various other organizations with respect to the radio situation at the present time throughout Saskatchewan.

After reading his brief, which is incorporated in the Minutes of Evidence, only a short time remained for questioning, before one o'clock; the Committee accordingly decided to adjourn and resume again at 4 o'clock.

Witness retired temporarily.

The Committee adjourned.

## AFTERNOON SITTING

The Committee resumed with a full attendance of all the members of the Committee, the Chairman presiding.

In Attendance: the Witness of the morning sitting.

Present: Members of the Radio Commission, as above named.

Mr. Buchanan recalled and further examined in respect to his views on the radio situation, particularly with regard to conditions in Saskatchewan. The witness was thanked for his fair and well worked out submission, and retired on the understanding that he would be in attendance before the Committee on Wednesday, April 18.

The Committee desiring to have a short session in camera all others were requested to retire.

The Committee adjourned to meet again on Friday, April 13, at 11 o'clock a.m.

E. L. MORRIS,  
*Clerk of the Committee.*

## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,

April 11, 1934.

The select special committee on Radio Broadcasting met at 11 o'clock, a.m., Mr. Morand presiding.

The CHAIRMAN: Gentlemen, we have a quorum. I have a list of the correspondence that has come in addressed to members of the committee, and that is in the file before you. There is besides a very large correspondence that is being sent to the Prime Minister and is then being relayed to my office. I have not got this correspondence here because it is not addressed to the committee or to myself. Those letters all are in relation to broadcasting, so that the correspondence is open to any member of the committee. You will have to have more time and energy than I have to go through it; I think there must be two thousand letters.

You will find, also, in answer to a request made at the last meeting, the correspondence in relation to the new wavelengths. If you will turn over the pages you will see the Dominion of Canada, Herridge, and the Acting Secretary of State, Castle—Canadian Legation. These were all read in the House and entered in Hansard, but there was some request made for them at our last meeting, and now you will have them on your files. This document sets out the notes that passed between the two countries in relation to the new wavelengths such as we are now working under.

There is also on the last page the comparison between the 1932 channel allotments and the previous arrangement with the U.S.A. That is the arrangement prior to these notes, and that was also asked for at the last meeting, if I remember correctly.

Now, I have some further correspondence or some reports from the Commission which I deem are not of public interest and I would like to submit them to the committee at some time in camera. These are matters that are open to the committee, but which concern the detailed business of the Commission, and which it would not be good business for any business concern to put out, whether Commission or anything else; but we will have a meeting of the committee very shortly and we will go over these matters. I would like to wait until Mr. Cardin is here, because there is something of particular interest to Mr. Cardin. Now, is there any other business you wish to bring up before we call the witness?

Mr. AHEARN: Mr. Chairman, you will remember, perhaps, that I asked you a question, and in reply you advised me to put it on the order paper. Since then a couple of questions have been asked in the House. There was a question asked by Mr. Hanson of Skeena:—

What was the total expenditure in connection with the Canadian Radio Commission for the last twelve months, ending March 1, 1934, as follows:—

- A. Salary to each commissioner;
- B. Travelling and other expense to each commissioner;
- C. Office help;
- D. Inspection and field work;
- E. Broadcasters, acquiring and improving stations;
- F. Other expenses in detail.



Now, as you remember, the Prime Minister said that that was not a question that should be asked in the House; that he thought it should be asked before the committee. That is what I gathered from his remarks.

The CHAIRMAN: The answer to that I have here. I suggested that we discuss that in a private meeting.

Mr. AHEARN: You do not think it is proper to answer the question?

The CHAIRMAN: I think it would be well for the committee to discuss the propriety of doing that. Whatever the committee decides to do in respect to the matter, at a meeting of ourselves in camera, then we can decide what part if any we may wish to make public and what part is not of public interest. I think we should be free to discuss that without any publicity. I have all of the answers here, but it is a matter that should be discussed, I think. Of course, the question you asked before was one that did not have any bearing on the committee because it was something that took place prior to the time of the committee.

Mr. AHEARN: I know. I was afraid I anticipated an answer such as Mr. Bennett gave Mr. Hanson, so I did not ask it.

The CHAIRMAN: You are getting to be a pretty old parliamentarian. I do not think you need bother about that.

Mr. AHEARN: I have seen a lot of action.

Mr. McLURE: What did you say was the nature of that correspondence that the Prime Minister and others had? Did you say there were a thousand letters?

The CHAIRMAN: Yes. It is a tremendous correspondence, for and against—may I put it that way—the Commission programs, the moves of the Commission dealing with local conditions and with general conditions, addressed personally to the Prime Minister. The Prime Minister has transferred them to my office, and all I have done is tabulate the correspondence under names. My secretary has been working on them, and the names are there and the location. They are not addressed to me as chairman or to the committee so we can hardly enter them into the records. They are free, however, to any member who wants to see them, and he will have pleasant reading for a week.

A short time ago Mr. Ashcroft appeared, but owing to the fact that he did not have all he wanted with him he asked to be heard later. Mr. Ashcroft is here this morning. Are we prepared to hear him?

R. W. ASHCROFT, called.

The CHAIRMAN: Now, before Mr. Ashcroft starts, I would like to say that he has sent to me a draft of a bill which he is proposing, and there is one, I think, for each member of the committee.

I have a letter from Mr. Ashcroft which I shall read. It is addressed to me and dated March 26, 1934, as follows:—

With reference to the expressed desire of the committee that a list of the members of the Association should be filed with the committee, I beg to advise you that the following twenty-five radio stations are charter members of the association: CHGS, Summerside, P.E.I.; CFCH, North Bay, Ont.; CFCY, Charlottetown, P.E.I.; CKMC, Cobalt, Ont.; CJCB, Sydney, N.S.; CJKL, Kirkland Lake, Ont.; CFBO, Saint John, N.B.; CKGB, Timmins, Ont.; CKCV, Quebec, P.Q.; CKPR, Fort William, Ont.; CKCO, Ottawa, Ont.; CHAB, Moose Jaw, Sask.; CFLC, Prescott, Ont.; CFQC, Saskatoon, Sask.; CKOC, Hamilton, Ont.; CFCN, Calgary, Alta.; CKCR, Waterloo, Ont.; CKOV, Kelowna, B.C.; CKPC, Brantford, Ont.;

CHWK, Chilliwack, B.C.; CFCO, Chatham, Ont.; CJOR, Vancouver, B.C.; CKLW, Windsor, Ont.; CKWX, Vancouver, B.C.; CFCT, Victoria, B.C.

Twenty of the above stations were present at the convention of the association held in Toronto on January 8th last. Five were absent. Since the convention, three stations (CFCY, CKPC and CKPR) have expressed their desire to withdraw from the association, but no action has yet been taken in regard thereto.

Of the remaining forty-three radio stations in Canada, thirty-one stations have never been asked to join the association, and the barrage of telegrams, etc., received by the committee were, in our opinion, the result of misrepresentations made to some of these stations with the connivance of the Radio Commission for the purpose of discrediting the association with the committee.

Most of the remaining twelve stations are, we believe, in general accord with the aims of the association, even though they are not actively affiliated with it at the present time.

Now, I have had the stations checked up that have sent telegrams in relation to the Broadcasting Commission. We have a telegram from CFCY, Charlottetown, setting out their own views; and there is a letter from the Sydney radio station signed by W. Nathanson, in which he sets out his own views. He does not say whether he is connected with this association or not. Then there is a telegram from the New Brunswick broadcasting company limited signed by T. F. Drummie, CFBO. He says he is not associated in any way. Then there is CKPC.

Mr. BEYNON: Where is that?

The CHAIRMAN: Brantford. He says: "Please be advised that CKPC in Brantford is not represented by the Dominion Broadcasters Association nor R. W. Ashcroft. The owners and management of this station are highly in favour of the Commission's present system of operation. At no time were we actually members of this association having paid no dues and not being in favour with the Dominion Broadcasters Association's policy. We only attended initial meeting of the association with the idea in mind that it was to help the privately owned stations commercially. We wish to go on record with you to avoid any future misunderstanding."

There is a telegram from Mr. C. T. Thomas, *London Free Press*, CKLW: "Chairman Broadcasting Commission, Ottawa, Ontario. CKLW and CFPL will not be represented at the inquiry by anyone except ourselves." There is a letter from CFCH, the gist of which is this: Petitioning that they, with CKGB, Timmins and CJKL, Kirkland Lake, be allowed to appear before committee to present their views.

Mr. BEYNON: There is nothing there repudiating anything?

The CHAIRMAN: No. Except that they wish to appear themselves. That, gentlemen, is the situation at the present time. Now, Mr. Ashcroft has a statement he wishes to read. Go ahead, Mr. Ashcroft.

The WITNESS: In case there should still be any doubt about it, I would like to clarify my status in the broadcasting field and in relation to this investigation, because of the clumsy roorback regarding me that was perpetrated by the Radio Commission just prior to my first appearance before your Committee.

I characterize it as "clumsy", because it differs from an ordinary campaign roorback in that, thanks to the fairness of your Committee, I have an opportunity of exposing the libel.

The libel that was circulated from Coast to Coast by the Radio Commission among a large number of stations was that I was in Ottawa claiming to represent

at these hearings each and every private radio station in Canada. In effect, that I was here under false pretences.

The intent of this slander was to discredit me before your Committee and to depreciate my bona fides. It resulted in a barrage of telegrams from a number of stations—telegrams sent by these stations to you at the request of the Radio Commission and which now form part of the record of these hearings.

I have never claimed to represent these stations before your Committee. I challenge the Radio Commission or anyone else to prove that I have ever claimed at any time, directly or indirectly, that I had authority to so represent these stations. I do not represent them. I do not represent any other individual station. I do, however, represent an association of stations, a list of whose charter members has been filed with your Committee.

I do not even represent the owners of the station which I operated in Toronto for several years. No one—not even the big, bad American radio wolf against which our Don Quixote Canadian Radio Commission is so valiantly tilting—no one, I repeat, is employing me or paying me to appear before your Committee. I am here of my own volition, and at my own expense, in the hope that I may be of some service to your Committee and to the Canadian radio public.

I submit that I am not an imposter such as the Radio Commission has stigmatized me, and I trust that they will withdraw their slander, voluntarily. If there are any mountebanks and charlatans in the Canadian radio field, I do not claim that distinction.

My business or profession is that of consultant in regard to advertising and publicity. I have been engaged in publicity activities in various ways for over forty years. For several years, for instance, I was intimately associated with and handled all the affairs of that well-known author and humorist, "Mark Twain".

For nearly ten years, one of my business connections has been and still is with the Company which owns the Toronto radio station now known as CRCT, which was formerly called CKGW.

About seven years ago, they decided to build this radio station. It was not, initially, the success that had been hoped for. I presently induced the owners to turn it over to me to operate. I conducted it for about five years, as the Trans-Canada Broadcasting Company, and it soon became the most popular station in Ontario, broadcasting programs originating all over the world, and sending programs to many other stations throughout Canada and the United States.

Then came the Radio Commission, with their attempt to chisel free broadcasting of their programs, and their edict, to become effective April 1, 1933, whereby I would not be allowed to broadcast any of the sponsored programs that I then had on the air and from which I derived enough revenue to pay for Metropolitan Opera and to give it and many other fine performances to the Ontario radio public.

I refused to do the Commission's broadcasting without compensation; I reduced my schedule from 18 hours to about 9 hours per day, and I was prepared to discontinue my broadcasting operations entirely if and when they carried out their threat to drive my sponsored programs off the air.

As a result of this situation, a lease of the station was effected with the Radio Commission as of May 15, 1933—and the most contented owners of any radio station in Canada to-day are the proprietors of Station CKGW, as they are getting a satisfactory rental for the property, and have no liability or responsibility.

Since the station was leased to the Commission, my interest in broadcasting has been mainly academic.

I consider the present Commission system grossly unfair to the private radio stations of Canada. The Government should either "fish or cut bait". It should



either own and operate, or quit attempting to. I think it would be better advised to quit. We have one "white elephant" on our hands in the shape of a railway system, and I cannot understand why we should adopt a baby "white elephant" of a broadcasting system.

There is a solution, and it is outlined clearly in the memoranda which I have submitted to your Committee. It is actually Major Gladstone Murray's plan, and that of the Canadian Radio League, modified to dovetail with the economic conditions which confront us.

#### CORRECTIONS

I would like to call attention to some typographical errors in the minutes.

On page 56, the Chairman is quoted as stating: "At least 60 stations express themselves as not belonging to the Dominion Broadcasters' Association, and they do not wish Mr. Ashcroft to speak for them."

I believe the Chairman stated 16 stations, not 60. Actually there were 18.

On page 52, I am quoted as stating that the Dominion Broadcasters' Association "was organized to take the place of the other association which had been dormant for two or three years, and whose membership was comprised of certain stations in sympathy with the views of the members of this association."

This should read: "included certain stations not in sympathy," instead of: "was comprised of certain stations in sympathy."

#### WAVE-LENGTHS

In the memoranda which I have submitted to your Committee, I did not deal with wave-lengths.

On April 16, 1933, the Commission changed the wave-lengths of 56 Canadian stations. This involved nearly every station in the Dominion, notwithstanding that the Department of Marine's allotment of the channels, then in force, was satisfactory.

I assert that the muddle that has since existed has not been due to the so-called "international agreement" of 1932 with the United States, nor to obsolete equipment of Canadian stations.

It has been mainly due to the fact that this wholesale switching of wave-lengths by the Commission was evidently done in a haphazard fashion. It would seem as though they might just as well have been put in a hat, and drawn out at random.

A Commission witness before your Committee stated, (page 68) that the interference alluded to by Mr. Beynon and Mr. McKenzie was "caused largely by the vast increase in the number of stations now operating as compared with two or three years ago" in the United States and Canada.

There are 551 private stations in operation in the United States, to-day. The number of United States stations was over 600 two or three years ago. I fail to see any "vast increase" there.

In Canada, there has been a net increase of only five stations since the Commission commenced operations, not including the three amateur stations at Moose Jaw, Prince Albert and Trail, which now have authority to broadcast as commercial stations.

Another Commission witness stated, (page 72) that, in the past year and a half, "twelve or fourteen" new stations, mostly low-powered, had commenced operations in Canada.

Since the Commission took over, only ten additional units have commenced operations, and five stations have been discontinued, leaving a net increase of five, instead of "twelve or fourteen."

The new stations are as follows:—

CHNC, New Carlisle, Que., 100 watts.  
CJKL, Kirkland Lake, Ont., 100 watts.  
CJLS, Yarmouth, N.S., 100 watts.  
CKCH, Hull, Que., 100 watts.  
CKGB, Timmins, Ont., 100 watts.  
CRCS, Chicoutimi, Que., 100 watts.  
CJRC, Middlechurch, Man., 100 watts.  
CKTB, St. Catharines, Ont., 100 watts.  
CRCM, Montreal, Que., 5,000 watts.  
CJRM, Belleplaine, Sask., 1,000 watts.

The discontinued stations are as follows:—

CNRA, Moncton, N.B.  
CJRM, Moose Jaw, Sask.  
CJRW, Fleming, Sask.  
CFCA, Toronto, Ont.  
CKLC, Red Deer, Alta.

Station CNRA, Moncton, which cost the Commission \$12,500, has been scrapped. Station CKLC, Red Deer, for which I understand the Commission paid \$13,000, also has been scrapped. There will be practically no salvage on the equipment of these two stations, CJRW's equipment was transferred from Fleming to Belleplane, and CJRM's Moose Jaw equipment was scrapped. CFCA, Toronto, discontinued operations voluntarily.

As I remember the exchange of letters in 1932 between the Minister at Washington and the Department of State of the United States, Canada relinquished some excellent shared channels in the middle frequencies thus making these wave-lengths exclusive United States channels. We received three new exclusive channels, but these were outside the broadcasting band. They were of doubtful utility and had never been used for broadcasting by the United States. In addition, the United States agreed to allow us to share with them about a dozen channels between 1,200 and 1,500 K.C., for low-powered stations of 100 watts or less, some of these channels already being used by as many as forty low-powered United States stations simultaneously. These channels provide room on the air for at least ten times as many 100-watt Canadian stations as we will need for generations to come.

The suggestion of the Dominion Broadcasters' Association regarding the allocation of broadcasting channels is that this important function should revert to the competent hands of the Department of Marine, in collaboration with the Executive of the proposed Canadian Broadcasting Corporation.

#### NATIONAL OWNERSHIP

I would like to point out that, so far as national ownership of stations is concerned, there has been no progress. A year ago, the Commission owned three stations; to-day it owns two, or about three per cent of the total number of stations in Canada. The Commission operates three additional stations, or about five per cent of the total in Canada. We are still 92 per cent privately owned and operated, so the suggestion of the Dominion Broadcasters' Association that we become 100 per cent privately owned and operated would not appear to be radical.

National ownership has been characterized at this hearing as being a "pious hope." In my opinion, it is a delusion and a snare, as are many other pious hopes.

## UNIVERSITY LECTURES

I would like to commend the action of the Commission in continuing the program of lectures from the universities of Canada which I inaugurated at the suggestion of Colonel Bovey, of McGill University, in 1931. Private stations from Coast to Coast provided the time for these lectures free of cost, the Canadian Pacific Railway Company furnished free transmission, I paid one-half of the fees of the professors out of my own pocket and I believe Col. Bovey secured the balance from other private subscribers. Now, these fees are paid out of Commission funds.

## AMERICAN SPONSORED PROGRAMS

Some axiomatic principles regarding broadcast advertising were explained to your Committee (page 25). These were divulged to the Radio Commission by "the best advertising experts in Canada and the United States."

On March 10, 1933, the three Radio Commissioners were guests of honour at a luncheon tendered to them at the Royal York Hotel, Toronto, by the Radio Manufacturers' Association.

On this occasion the Chairman of the Commission made the following statement in his address to the members of the Radio Manufacturers' Association:—

On April 1st the Commission will enforce the parliamentary legislation confining advertising on radio programs to five per cent of the time on the air. This will apply not only to Canadian productions, but to American programs that use Canadian stations.

On March 15, 1933, the Radio Commission issued the following statement to the Press:—

United States chain broadcasting systems will be prohibited from hooking up their commercial programs with radio stations throughout Canada after April 1st unless they conform to the advertising and other restrictions imposed on radio stations generally by Canadian regulations. There can be no waiving or amendment of the 5 per cent limit on advertising continuity.

Representatives of the National Broadcasting Company and the Columbia Broadcasting System were then in Ottawa to confer with the Commission, and these radio advertising experts succeeded in convincing the Commission that most of the U.S. net-work commercial programs broadcast on Canadian stations were innocuous, and they also assured the Commission that they were continually advising sponsors not to offend their audience by too much advertising.

Neither of the American net-works, of course, was willing to agree to make any alterations on their sponsored programs. The net result of the conference was that they said they would co-operate with the Commission in every way they possibly could.

The CHAIRMAN: May I ask you this: You are making statements as to what took place between the Commission and the Columbia and National Broadcasting Commission? Of course, that was second-hand information. What was your source of information?

The WITNESS: The N.B.C. official who attended here.

"The N.B.C. official advised me after his return to New York from the conference in Ottawa, that they had no intention of asking any sponsor to amend or curtail any of their commercial announcements to suit the Canadian Radio Commission, as such procedure on their part would be ludicrous.



The situation to-day is the same as it was a year ago, namely, practically all American sponsored programs broadcast on Canadian stations exceed the 5 per cent limit. One runs as high as 20 per cent. I submit that this is unfair discrimination on the part of the Radio Commission towards Canadian sponsored programs, which cannot exceed the 5 per cent limit.

#### ADDITIONAL AMERICAN PROGRAMS

A Commission witness stated (page 6): "We have not excluded any good American programs from Canada." On the other hand, they are admitting a great many unsuitable or objectionable American programs to Canada and are broadcasting them on CRCT—programs that I would not allow that station to broadcast when I operated it. They now broadcast about twice as many American programs from that station as I formerly did. There is no contract obligating them to do so. These American programs fill time on the station that could be used by programs employing Canadian artists.

The same Commission witness stated (page 5): "I happen to know that all stations throughout Canada would be flooded with American programs" if the Commission allowed it.

The witness must have been misinformed, as there is no such threatened influx of American programs, nor is it likely that either of the American networks will, for a long time to come, add any stations to their Canadian network outside of those they now have in Montreal, Toronto and Windsor.

#### RENTAL OF TIME

In alluding to the rental of time on stations, a Commission witness stated (page 36): "We did not offer them (La Presse) any terms." My information is that they offered La Presse the same terms as they offered CFRB, Toronto, namely: \$1,000 per month (or \$11.11 per hour) for three fixed hours a night, seven nights per week, of their most saleable time,—time worth from \$150 to \$200 per hour. When CFRB refused their offer, on the ground that their acceptance of it would subject the owners to heavy financial loss, the Commission wrote them a letter stating that they realized that this was so, but that they felt the owners of CFRB should be willing to suffer the loss for patriotic reasons."

The CHAIRMAN: You make the same statement about the relationship between the Commission and CKAC. Who is your informant?

The WITNESS: From CKAC and from CFRB.

Failing to make patriots out of CFRB, the Commission readily fell in with the proposal made subsequently that they should lease CKGW. Unable to make arrangements with La Presse, the Commission made use of the "ace in the hole" that La Presse "did not know of," namely, some old transmitting equipment which was remodelled and put on the air as CRCM.

#### PROFITS FROM TORONTO STATION

A Commission witness stated (page 33): "In some stations we make money. Our most profitable venture has been in Toronto. We will show some profit there."

This refers to Station CKGW (CRCT). Operating on an 18-hour-a-day schedule my gross operating expenses averaged about \$12,000 per month. As now operated by the Commission, I estimated the gross expenses to be about \$8,000 per month. To offset this, the station probably has a monthly revenue of less than \$3,000, and is undoubtedly showing a loss of over \$5,000 per month. The net revenue from N.B.C. programs is about \$1,000 per month.

The only other sponsored programs on the station include two which advertise Mus-Kee-Kee (a patent medicine), two mining stock broadcasts, two church services, a woman's feature and some spot announcements.

The CHAIRMAN: This question has been asked in the house, and was referred back to this committee to ask for a report on those stations. That report will be discussed in the committee. I am now informing the members of the committee that that report will be discussed to find out the revenue from each of these stations, and the revenue derived therefrom, and so forth. We shall discuss whether or not we shall make the information public.

The WITNESS: Nearly 70 per cent of their programs are N.B.C. features (sponsored and sustaining) as against about 30 per cent under my regime. CRCT is now as much an American station as is CKLW, Windsor, and it is far from being a profitable station to the Commission.

The same Commission witness stated (page 41): "We could easily fill up the whole day at Toronto with advertising, and without doing any injury to any other station there."

They could only do so by giving the time away. Their advertising solicitors find it almost impossible to induce any sponsors to use the station. They only get CFRB's leavings.

#### TORONTO STAFF

A Commission witness stated (page 69): "We have eight announcers in Toronto." This does not coincide with the statement of another Commission witness on page 43, that the staff of the Toronto station consisted of "1 engineer, 6 operators, 1 program staff, 2 stenographers and 1 publicity director." The 8 announcers seem to have been overlooked. There are also about 10 additional operators at Toronto, who are not included.

A Commission witness stated (page 42), in connection with the taking over of the Canadian National Railway stations: "We had an understanding with the Government that we were not going to throw anybody on the street."

The Commission had a similar contractual arrangement with the owners of Station CKGW, when they leased the station. They agreed that "the staff presently employed in connection with the operation of the station will be continued by the Commission."

Nevertheless, they discharged all but one of the very competent and experienced CKGW staff in Toronto. Some have since secured positions elsewhere, but some are still "on the street."

#### HIGH-POWERED STATIONS

A Commission witness stated (page 16): "It is absolutely essential if we are to retain our position that we should get a number of high power stations in Canada."

I have been informed that the owners of La Presse station, Montreal,—my information is from them—have offered on three occasions to construct a 50,000-watt station at their own expense if the Commission would allow them to do so. They tell me that the Commission's reply has invariably been that the matter would receive their consideration, but there it ends. Apparently the Commission want to be first in Canada to erect a 50,000-watter. Why not let La Presse do it?

#### NORTHERN MESSENGER SERVICE

The Northern messenger service broadcast by the Commission is a commendable feature. This type of broadcasting to the Arctic regions, was originated some years ago by Station KDKA, Pittsburgh, and is still carried on by them on suitable occasions.

I suggest that it would be preferable if those in charge of this Commission service were familiar with the geography of Canada and with the various mail services to northern points. One Arctic broadcast was sent this winter to a person living at Neepawa, Manitoba, a point on the main line of both the Canadian National and the Canadian Pacific Railways, and which happens to be the residence of Hon. T. G. Murphy, Minister of the Interior of the Dominion Government. Others have been made to points where there is a regular weekly air-mail service all the year round. My information is derived from the columns of the Montreal Star, January 13, 1934.

#### NEW RECEIVING SET SALES

A Commission witness stated (page 74), that one company in Canada sold 2,400 new receiving sets in Manitoba, Saskatchewan and Alberta in the summer and early fall of 1933. These sets were no doubt sold or consigned to distributors and dealers. It would be interesting to know how many of the 2,400 were actually purchased by the impoverished radio public in these provinces, and how many remain unsold.

MR. GARLAND: You are not suggesting that they were impoverished because of the broadcasting system.

THE WITNESS: In conclusion, may I suggest, if the "pious hope" of national ownership and operation of our radio stations should be given a new lease of life by your Committee,—and regardless of whatever latitude is in the meantime extended to our private stations to earn their bread and butter,—that the supervision of broadcasting in Canada should be placed under a dignified administrative body calculated to function in a manner which will command the respect and the support of all sections of the country.

THE CHAIRMAN: Are there any questions anyone wishes to ask Mr. Ashcroft?

MR. GARLAND: Mr. Ashcroft suggested that the plan of broadcasting he suggested is in keeping with Major Gladstone Murray's plan and that of the Canadian Radio League, with modifications to meet the economic situation. I would like to ask him if he has consulted them in regard to this plan.

THE WITNESS: I consulted Mr. Graham Spry of the Canadian Radio League.

*By Mr. Garland:*

Q. They agreed with you, did they?—A. The Canadian Radio League feel that we should have national ownership, if possible.

Q. In other words, neither Gladstone Murray nor the Radio League have undertaken to endorse your plan?—A. They have endorsed it to the extent—

Q. Have either of them endorsed it?—A. No, not in toto.

*By Mr. Ahearn:*

Q. I should like to ask the witness this question: On his first appearance he made a statement that certain stations of his association did not want to have their names published for fear of reprisals. Have you ever known of any reprisals taken by the Radio Commission?—A. Well, in the case of my own station, CKGW, the Chairman of the Commission was asked, after they had leased it, why they leased an antagonistic station instead of leasing CFRB; and his response was, so I am told, We did it to show how we could discipline anybody who did not fall in with our plan. In the case of CKCL, in Toronto, and the Ford Motor program case, I understand a telegram was sent instructing that station that under no circumstances were they to broadcast that program, because they had not received permission of the commission; and that even if they had asked, it would not have been granted.



Q. Why?—A. I don't know.

The CHAIRMAN: That is neither a reprisal nor in the nature of a reprisal.

The WITNESS: The feeling at the convention was that the commission would be apt to discipline a station.

*By Mr. Ahern:*

Q. You feel they have power to discipline?—A. Yes; they have plenary power.

Q. They might order them to put in new equipment when the station itself did not think it needed to put in new equipment?—A. Oh, stations have been ordered, I understand, to put in new equipment regardless, but some are still operating with old equipment, I believe.

Mr. BEYNON: I should like to go over that statement of yours. Would you be available after we have had time to go over it?

*By Mr. Garland:*

Q. In one of your memoranda, did you suggest the view of the Broadcasting commission was to the effect that stations should broadcast programs without compensation?—A. Originally it was.

Q. Originally?—A. Yes; they have changed it now with some stations.

Q. Was it true at the time you made the statement?—A. Yes.

*By Hon. Mr. Cardin:*

Q. You mentioned that about 55 channels had been changed by the commission. What is your source of information in that regard?—A. The press. Mr. Buchanan issued a statement on April 16th.

*By Mr. Beynon:*

Q. He is an employee of the commission?—A. Of the commission, yes.

*By Hon. Mr. Cardin:*

Q. Do you think the interference that you complain of is due to that change of wavelengths?—A. It has been rectified more or less since then. I think it was due to that; that was the cause of the muddle.

Q. As far as interference is concerned, do you notice there is more now than before the organization of the commission?—A. Not in the Toronto area.

*By Mr. Garland:*

Q. Do you know of any increased interference in any area?—A. In Saskatchewan.

Q. Locations?—A. Moose Jaw.

*By Mr. Wright:*

Q. Does not that apply to Montreal, largely, too?—A. I believe there is interference there, but I cannot say of my own information and knowledge.

Q. Also to the western section of Ontario?—A. WLW interferes with CFRB in Windsor.

Q. I have a letter from a man in Owen Sound, who claims he cannot get the Kitchener station due to the change in the wavelength?—A. Kitchener is on 1510, which is not in the broadcasting band. I understand Kitchener can be heard in Winnipeg, but not in Kitchener.

Q. Generally speaking, you think that the change in wavelength does not produce any satisfactory results?—A. I do.

*By Mr. Gagnon:*

Q. Did you not appear before the committee in 1932?—A. Yes.

Q. And did you not file at that time a little booklet, a copy of which I am now showing here?—A. No, I did not file that with the committee.

Q. Did you not send it to the members of the House of Commons?—

A. Yes; that was issued over a year before that committee met here.

Q. It was sent and circulated to every member of the House of Commons?—

A. Yes.

Q. When the committee sat in 1932?—A. Yes.

Q. May I draw your attention to a statement you made in the booklet on page eight. "As a matter of fact if the Royal Commission's plan is put into operation, the government subsidy will have to be over \$15,000,000 a year." Do you still maintain that?—A. To duplicate what was being done in the United States. My understanding was that we were to have an all-Canadian show, and it was to compete with the United States.

Q. You say further:

If a \$15,000,000 annual government subsidy were deemed inadvisable, the only other way to raise the money would be to increase the licence fee from one dollar a year to approximately thirty dollars a year, or to put an excise tax on radio receiving set tubes of ten or more dollars a tube.

Do you still believe that is true?—A. At that time there were approximately 500,000 licences issued in Canada. That is simply an arithmetical calculation, by dividing 500,000 into \$15,000,000, and it gives you \$30.

Q. I do not want to quote all you said in the booklet, but nevertheless you appeared in that book to be very strongly against the nationalization of radio; and you still are?—A. Yes, national ownership, you understand, but not national operation of it.

Q. What distinction do you make between national ownership and national operation?—A. Well, national operation includes supervision and control, and should also include program services to stations.

Q. In the bill that you have brought up for study, do you provide for national ownership?—A. Not ownership, no.

Q. Will you elaborate on the contents of your bill; what do you propose?

The CHAIRMAN: I think the bill is very complete. Have you had a chance to read it?

Mr. GAGNON: No. I want a brief statement as to the principle.

The WITNESS: Well, it covers the complete national control and supervision of radio and what goes on the air, plus provision by the operating body of the program services; that is, that the licence fee money should be spent entirely on transmission and programs, and that stations be let free more or less to broadcast sponsored programs during the evening hours.

*By Mr. Gagnon:*

Q. I have in my hand, a memorandum which was sent this year to every member of the House of Commons, and I should like to draw your attention to what you say on the first page:

The estimates have been tabled and they include \$1,000,000 for radio broadcasting. I cannot see any rigid economy there, nor that the expenditure is required for "public service." So far, nationalized broadcasting, instead of being a "public service" has been almost a public nuisance to most of those whom it is supposed to serve. Instead of wasting a million dollars or more of public funds annually on the luxury

of broadcasting—and it has been, in the main, an appalling waste—I would very much prefer, personally, to see this money spent for the relief of the unemployed in our industrial centres and to help our destitute farmers.

Mr. AHEARN: In the Civil Service.

*By Mr. Gagnon:*

Q. Are you serious in making that statement?—A. Yes.

Q. You still are?—A. Yes. It has been suggested this morning what has been, and we are showing you.

Q. You would not like to check all that statement over?—A. No.

The Witness retired.

Mr. SPOTTON: In the interval, Mr. Chairman, may I ask you a question for information. I think I put it in writing when the committee sat before, but I suppose you could not read my writing, and I wish to ask the question verbally now. I should like you to get information as to what and who the Canadian Radio League is, when they were organized, and how many listeners they represent. I think it is a four-flushing name that does not mean anything, and does not represent radio listeners in Canada. I do not think it represents 50 of the three-quarters of a million listeners. Discussion has been going on as to what the Canadian Radio League thinks. I do not think it means, I was going to say, half a damn, what they think, because I do not think they represent anybody but themselves. I have heard of nobody but Graham Spry and the Ottawa Citizen, where his office was, I believe. I should like to get that information. I should like to know how many members there are who paid their fee, and if they have a charter, what the organization is.

The CHAIRMAN: We will get that information for you.

Mr. H. C. BUCHANAN called.

*By the Chairman:*

Q. You are from the Dominion Broadcasting Association?—A. No, from the Moose Jaw Radio Association.

Q. CHAB, Moose Jaw, Saskatchewan?—A. Yes.

Q. You have a prepared statement you wish to read to the committee?—A. Yes. Before presenting this statement, gentlemen, I should like on behalf of the Moose Jaw Radio Association to thank this Committee for summoning me to appear before it. We believe we can give a true cross-section of public opinion in Saskatchewan in connection with radio matters as they now stand, and that is what I shall endeavour to do.

The CHAIRMAN: All right, Mr. Buchanan, go ahead.

The WITNESS: Now, gentlemen, I will read this statement:—

In presenting what I have to say to the Committee I do so in two separate and distinct capacities.

(1) In the capacity of representing various organizations as well as the Moose Jaw Radio Association, and dealing with the general situation presently applying to radio in Saskatchewan as revealed from communications from such organizations and bodies and personal interviews with many interested individuals from all parts of the province.

(2) As representative of the Moose Jaw Radio Association dealing with the radio problem from a broadcaster's angle in general and from the angle of radio station CHAB, owned and operated by the Moose Jaw Radio Association, in particular.



Before making any submissions, or suggestions, may I say something concerning the history and objects of the Moose Jaw Radio Association, in order that you may have a better idea of who we are and what we are seeking to accomplish.

The Association was originally formed in 1920 when radio broadcasting as we know it now was in its infancy. In the fall of 1922 it was reorganized, and a constitution adopted. One of the main objects of the Association as set out in that constitution was "To devise plans whereby Moose Jaw shall have a broadcasting station which will be a credit and benefit to our City."

On November 2, 1922, the Association was granted a broadcasting licence, and a short time later commenced radio broadcasting under the call letters 10-AB. The station has been in continuous operation ever since, and was the second broadcasting station on the air in Saskatchewan. CKCK of Regina beating us out by a few weeks only.

Keeping steadily before it the object of service to Moose Jaw and the Province of Saskatchewan, the Association gradually grew into a powerful organization of citizens including at one time or another in its membership, practically every important business man and radio listener in Moose Jaw, as well as thousands of members, scattered throughout the province of Saskatchewan, in both rural and urban centres. Beginning with a few hours of broadcasting weekly, our station CHAB is now broadcasting nearly eighty (80) hours per week—incidentally without any Commission programs, we being the only station in Saskatchewan who have been refused such programs.

Our broadcasting operations have been carried on to date without one cents remuneration having been paid to any operator, announcer, executive officer, or talent, except recently, where talent have appeared on sponsored programs.

As I intimated before the objects of our station have been and are: (1) to ensure that the City of Moose Jaw shall have a broadcasting outlet devoted to the service of the City and Saskatchewan, and (2) a proper medium for the training and sponsoring of local talent for broadcasting work.

In our second objective we have succeeded. I do not believe you will find anywhere in Canada such an abundance of good microphone trained talent taking into consideration the size of the city, as in Moose Jaw.

In our first objective we have not been so successful. During the past year or so too many happenings have occurred tending to discourage the continuance of the station to be incidental or accidental.

I might say regarding the preparation of this brief I caught a cold on the train coming east, and I felt that something more concrete than my own voice should be heard before this committee, and when I came to Ottawa yesterday I had this statement prepared. The phrasing may not always be very happy and there may be a few changes made.

We will later if permitted, submit to you a series of discriminations towards this station, which have greatly incensed the citizens of Moose Jaw and Southern Saskatchewan, and which in the best interests of all concerned should be explained, and their recurrence rendered impossible.

I have gone into this rather lengthy explanation in order that you may appreciate that the Association which I have the honour to represent, is unique not only in Saskatchewan and Western Provinces, but in the Dominion; and we feel, therefore, that in co-operation with other bodies, organizations and individuals, the Moose Jaw Radio Association can give you a true picture of the Radio situation in Saskatchewan and particularly the Southern part thereof, both from the point of view of the listener and also from the point of view of the station operator.

*From the point of view of the listener.*—At no time in the history of Radio Broadcasting have the Radio listeners of Saskatchewan had as much cause for complaint as at present. Before dealing with some of these complaints, may I call your attention to the fact that the Radio problems of Saskatchewan cannot be approached and solved in the same manner as other parts of the Dominion. The Province of Saskatchewan is rectangular in shape; its populated area approximately two hundred (200) miles from East to West and three hundred and fifty (350) miles from South to North. The population is in the great majority rural. The four main urban centres of Regina, Moose Jaw, Saskatoon and Prince Albert accounting for only some 125,000 population and of over 800,000 in the Province. Most of the rural area is sparsely settled. Practically all our farmers are so hard up owing to financial and drought conditions and a grasshopper plague, thrown in for good measure, that comparatively few of them can afford, or will be able to afford for some time, modern new fine tuning radio receiving sets. The same applies in a somewhat lesser degree to the town and city dweller. We submit gentlemen that our people who pay licence fees, should not be deprived of the proper enjoyment of the radios they presently own.

There are seven (7) commercial stations in Saskatchewan, in the South there is our own station CHAB 100 watts, at Moose Jaw, which is practically the geographic centre East and West of the Province. Thirty miles East of the geographic centre at Belle Plaine, between Moose Jaw and Regina, is CJRM 1,000 Watts. Twenty-two miles East of Belle Plaine, is CKCK 500 Watts, Regina, and approximately twelve miles east of Regina again CHWC 500 Watts at Pilot Butte. All these stations form a chain from West to East about one hundred (100) miles North of the United States border. At Saskatoon in the central portion of the Province CFQC 500 Watts; at Prince Albert in the North CKBI 100 Watts, and finally CJGX at Yorkton, in the Eastern portion of the Province, 500 Watts.

The geographical centre East and West of the Province of Saskatchewan is a few miles West of Boharm or ten or twelve miles West of Moose Jaw. Now, as regards Yorkton, that is on central standard time and was originally situated there more to serve the Province of Manitoba than the Province of Saskatchewan, owing to internal conditions in the Province of Manitoba.

Dealing with the complaints, of our citizens, practically all of which have arisen since the Canadian Radio Broadcasting Act was put into force and are not of necessity traceable to actions of the present Commission.

(1) *Wavelengths.*—It has been said that the new channel allotments in Saskatchewan have effected an improvement in reception in Saskatchewan. This is contrary to fact as we will show.

While the old allotment was not entirely satisfactory it was possible to receive CFQC, Saskatoon, on 910 kilocycles without interference from any other Canadian station; CKCK, and CHWC, Regina both on 960 kilocycles, included. Now, with CFQC, on 1,230 it is utterly impossible to distinguish their signals in the jumble on this channel.

Now, I want to make that clear. I have not come down here for the purpose of going after the Canadian Radio Commission. There is an Act in force in our statute books which appears to give them a clear mandate to go ahead with the nationalization of broadcasting, and they are endeavouring, to the best of their ability, I think, to do that. What I am taking issue with perhaps more than anything else is the Act.

*By the Chairman:*

Q. Just a minute now. Originally there were only 50 kilocycles?—A. Between Saskatoon and Regina.

Q. And now there is a difference of between 960 and 1,230?—A. Yes, sir; but there have been a number of shuffles in the wavelength situation in an attempt to improve conditions, and each one has made it a little worse. This was the original situation. I have tried to make this as brief as I can. I am afraid it is rather lengthy.

Q. We want to hear all about the Saskatchewan situation here because Mr. Beynon has been twisting a good deal in his seat in respect of it?—A. Although heterodyned somewhat on 960, K.C., CKCK and CHWC, Regina could be received fairly well in Moose Jaw at night, whereas on their present channel 1010 k.w. 10 it is rarely possible to listen in with any degree of satisfaction after dusk due to heterodyne and sideband interference from WHO, Des Moines a 50 k.w. station on 1020 channel.

Q. How far is that station away?—A. Desmoines is down in Iowa.

Q. Three or four hundred miles away?—A. More than that; much more than that.

*By Mr. Garland:*

Q. Did you have any interference from KSO?—A. On some sets there is interference with KSO.

Q. What about the Denver station?—A. There is no interference now with the Denver station.

Evening reception from CJGX, Yorkton, while its signal strength is ample, heterodynes make this station of little value in the Moose Jaw area.

The 1210 channel is also such a jumble that CKBI, Prince Albert is not heard.

CJRM, at Belle Plaine on 540 k.c., does not serve everyone within the range of their transmitter due to the fact that most of the older sets either will not tune to this new channel or having very low amplification on the lower frequencies make reception poor due to insufficient volume. Granted the last named condition does not exist with modern receivers nevertheless a great many modern sets do not tune to 540 k.c.s., and this station cannot be heard by everyone in its area. It is true this station emits a second harmonic strong enough to be heard in Moose Jaw and Regina, which can be heard on sets unable to tune to 540, but this is heterodynes in the evening making constant reception impossible.

It should be noted that the 540 k.c. channel is outside what is generally termed the broadcast band, and has therefore, not been considered heretofore in the design of receivers. It would hardly be fair to tell people to scrap their otherwise good sets in order to use their station's programs.

In view of the above facts and also that our own Station CHAB, has been denied the use of CRC programs on the grounds stated by the Commission, of duplication of service a great many people in the Moose Jaw area are also denied the opportunity of listening to programs they help pay for, and also other Canadian features.

In view of the apparent random re-allotment of channels in this province, we find ourselves deprived of variety in selection of programs in daylight, little or no Canadian contact at night, and our only day time American network station practically obliterated from the average listeners dial, due to the new channel used by CJRM.

The present channel allotments would indicate that whoever was responsible for them either was unaware of the need of required separation of channels due to geographic location of the stations and their power, or they had no regard for the resultant service to the listener. As an instance, on the first shuffle—I am trying to deal with these shuffles intelligently—CFQC, Saskatoon, was



dealt 890, and CJRM, Moose Jaw, 880, making reception of each in the other city impossible. This created such a furore that another shuffle was tried. This time Saskatoon was moved to 540 k.cs., resulting in another row as this interfered with Bismark, N.D., KFYR, Saskatchewan's only daytime NBC contact. Then a third shuffle, this time CFQS goes to 1230 with another Moose Jaw station CHAB, already on 1200, thus reducing the service area of both and practically keeping each out of the other city,—I might say before the shuffle started, when we were still on an amateur basis, we could get into Saskatoon and Prince Albert quite well in the daytime. We cannot now, of course—and since that the Prince Albert station CKBI has been moved to 1210 k.c. which results in the same effect between Prince Albert and Saskatoon as between Moose Jaw and Saskatoon. And then came the final shuffle which gave CJRM, an increase in power and put that station with its increased power on 540 k.c., right on top of KFYR, Bismark, the worst shuffle of all and which effectually destroyed any popularity the Commission might have gained up to that time in Saskatchewan.

We fully realize that whatever channel a station is allotted it will interfere with the reception of some other station by some of our people. However, it would appear to us that a little better judgment could have been used and more consideration given to the geographic location of our stations in the allocation of channels. We believe that Saskatchewan stations should be separated by not less than 50 K.C.s., from each other at at present located, except perhaps CHAB and CKBI, where a lesser separation on account of distance apart and American interference on their channels.

We are told that we received more and better channels at the Madrid Conference. The results do not indicate an improvement, rather the reverse.

Gentlemen, I might say that the following portion of my memorandum was prepared by men who have made a study of wavelengths in Saskatchewan. I am not a technical man, and I did not prepare this portion.

#### PROGRAMS

The present policy being pursued by the C.R.C. so far as programs are concerned can, in our opinion, have no other result than the gradual strangulation of all broadcasting in Canada, including broadcasting done by the Commission itself.

As we have mentioned before there are seven commercial stations in Saskatchewan, at a given period to-night six of them will be broadcasting the same Commission program. Our own station whose area is very circumscribed at the present time by reason of lack of power, is the only choice the people of Saskatchewan have in regard to Canadian programs. If we were out of the way there would be no choice.

Mr. GARLAND: You mean outside of the Commission programs?

The WITNESS: Yes, on a Commission station.

The CHAIRMAN: They all take the Commission's programs except yourself?

The WITNESS: I might qualify that. There are some of the stations who take the Commission programs when it suits them, and when they get a commercial program they will cut into the middle of the Commission program, but, as a general rule, you cannot get any choice of Canadian programs on the air in Saskatchewan at night.

This lack of choice of programs has gradually resulted in fewer and fewer listening to Canadian programs until now, from careful inquiries we have made, we believe we are safe in saying that not 10 per cent of the radio listening public in Saskatchewan, make a habit of tuning in C.R.C. programs, and thus miss some very good programs. We would suggest (on the premise that the Commis-

sion's functions be curtailed so far as actual broadcasting is concerned) a solution for this problem which we believe would be satisfactory to our people. A thousand watt station in each of the three cities of Moose Jaw, Regina, and Saskatoon; cut out the so-called "basic station" idea, and distribute the Commission programs in such a way that one only of these three stations would carry a Commission program at a given time, also that the Commission programs be divided equally among the three stations.

**Mr. GARLAND:** Would that give sufficient coverage?

**The WITNESS:** Technically, probably not; practically, I believe it would. If the wavelengths were allocated sufficiently high up in the band where the coverage would be better than, perhaps lower, 1000 watt stations, for all practical purposes—not theoretical—cover Saskatchewan. We believe this would be a practical solution of the problem, if not a technical one, and one which the people of Saskatchewan would be well satisfied with. There will be no popular response to a high power station in Saskatchewan. From a practical standpoint it is neither wanted nor needed. Things do not always work out in accordance with theoretical rules as well as practical experience, and we suggest that the Commission consult with broadcasters in the area concerned before making any changes.

With regard to the programs themselves, this subject presents a real difficulty. A program which would be very acceptable in the city of Toronto might not be at all popular in the rural sections of Saskatchewan. The Commission have tackled this problem with courage and already produce some very fine programs considering the funds they have available. We suggest that more English programs which are now carried by American networks be picked up and re-broadcast through Canadian stations.

**The CHAIRMAN:** Programs from England?

**The WITNESS:** Yes, for instance, one of the few times we have got into hot water this winter in our own station was during the Cambridge boat races. One citizen of Moose Jaw who did not have a fine tuning set phoned me up and cursed our station because we came on at half-past seven and blotted him out from good reception on KSO just when he was listening to the broadcast of the boat race.

We also suggest a set up in Western Canada which could not be criticized for favoritism to any city or cities. Last week's C.R.C. program schedule shows district discrimination as between some Western cities so far as time on the chain is concerned. The time held by Western cities on National and Western hook-ups respectively is as follows—

That was the last schedule before I left Moose Jaw.

							Total
Winnipeg.....	8 programs.....	2 hours	National, 2 $\frac{3}{4}$ hours	Western.....			4 $\frac{3}{4}$
Regina.....	5 " .....	1 $\frac{1}{2}$ "	" $\frac{1}{2}$ "	" .....			2
Vancouver....	3 " .....	$\frac{1}{2}$ "	" 1 "	" .....			1 $\frac{1}{2}$
Calgary.....	5 " .....	None	1 $\frac{3}{4}$ "	" .....			1 $\frac{3}{4}$
Edmonton.....	4 " .....	None	1 $\frac{3}{4}$ "	" .....			1 $\frac{3}{4}$
Saskatoon.....	3 " .....	None	1 $\frac{1}{4}$ "	" .....			1 $\frac{1}{4}$
Moose Jaw.....	1 " .....	None	25 minutes				25 min.

I notice in the evidence of Mr. Bushnell given before this committee that he stated that two programs came from Moose Jaw. That is not correct. One program comes now from Moose Jaw. There used to be two.

*By the Chairman:*

Q. What you refer to here is for a given week?—A. Yes, for a week's period.

Q. Is every week pretty much the same?—A. No, not necessarily.

Q. Have you any idea what the average would be over a period of, say, three months?—A. I think that represents about the average.

We also believe there should be less trans-Canada hook-ups and more provincial chains catering to the taste of listeners in the areas served and controlled by broadcasting stations in the areas affected.

*Nationalization.*—After the Aird report was made and the findings of the last Parliamentary Committee given out there were many of our citizens who believed that it would be a good thing in the interests of our country to eliminate the private broadcasters in favour of state ownership of broadcasting facilities. We have made very careful enquiries and our survey would indicate conclusively that the vast majority of the people of Saskatchewan are now definitely against Government or Commission broadcasting. In other words they feel the Commission should function as an administrative body, not as a broadcasting body. We feel also that to give the Commission further opportunity to work out nationalized broadcasting would only result in the probable strangulation of broadcasting in Canada before the matter could be dealt with again.

With the permission of the Committee, I will present a number of letters from various organizations and individuals in Saskatchewan, voicing their opinion on various phases of the Radio problem.

With regard to these letters, I do not want to bother you unduly, but I have been brought from the west, and I want to make my presentation as full as possible. Mr. Beynon, the federal member for Moose Jaw wrote me, after I had been summoned, and asked me if I could get views from any other organizations than our own. Now, that letter did not reach me until very late, and we did not have time, really, to do much about the matter, but we did write a letter to the secretaries of a number of boards of trade in Saskatchewan, feeling that they probably would be the people who would be able to give the most unbiased evidence in that connection, and have no particular axe to grind; and I asked them to write me here in Ottawa.

*By the Chairman:*

Q. About how many letters have you?—A. I have this file, sir.

Q. Would it be agreeable to the committee that we should do with these letters what we have been doing with the other letters, place them in our files so that each member can read them. It is quite a file a letters.

Mr. GARLAND: Agreed.

The CHAIRMAN: That is all we can do.

Mr. WRIGHT: Have you a summary of a few of them?

The WITNESS: If I will not be taking up too much of the time of this committee I would rather read them because they give the views of these people—not necessarily our views—but the views of these people, and they wrote with the object in view of having me present these letters to the committee. Possibly we could wait until after I have finished my presentation.

The CHAIRMAN: May I suggest that these letters be entered in to-day's proceedings so that they will be available to be read by members of the committee without having to go to the file. They will appear as part of the evidence; is that satisfactory.

(Agreed.)



The WITNESS: Now, as a matter of explanation, gentlemen, when you are reading these letters I would like to get in the proceedings the questions that we asked. This letter was signed by our president, Mr. Mumms:

We are desirous of having Mr. Buchanan express a true cross section of public opinion in this province on matters such as:

- (1) The general attitude towards the Radio Commission and whether or not they should have a monopoly of broadcasting in Saskatchewan.
- (2) The wavelength situation presently existing.
- (3) Whether Canadian stations should be permitted to tie in with American chains.
- (4) The proposed tax on radio tubes.
- (5) Any other matters you may feel relevant to the situation.

We are going quite far afield for this committee, but I thought it would be valuable to have that information. We have not suggested in that letter in any way our own view; we have left it entirely to those organizations we have written to.

The CHAIRMAN: We will have your letters printed in the evidence and they will be available for every member of the committee.

### ROSETOWN BOARD OF TRADE

ROSETOWN, Saskatchewan, April 5th, 1934.

W. A. MUNNS, Esq.;  
President,  
Moose Jaw Radio Association.

DEAR Sir:—Your letter of 3rd inst, to hand, and we hasten to submit our recommendations, as we feel that the present state of radio affairs warrants the most careful consideration. Following are our suggestions covering the questions enumerated:—

- (1) The Radio Commission should not have an entire monopoly of all radio programs in the province, but it should most certainly be able to exercise a satisfactory measure of control over the various stations, so that no individual station should be permitted to cover the air at any time with programs of an inferior nature.
- (2) The wave length situation could not be worse than at present. The N.B.C. programs from KFYR cannot be tuned in owing to the conflicting wave length of CJRM. Saskatoon (CFQC) is practically impossible to obtain here, and Regina has not been heard for ages. We should have clear reception of a close N.B.C. station and our provincial stations should have some chance to be heard.
- (3) Without any doubt, Canadian stations should be allowed to tie in with American stations when a satisfactory program is being carried. Music and the other programs of radio are universal and not narrowly national.
- (4) The proposed tax on tubes seems to fall under the pernicious heading of those taxes which press unduly on the people of moderate means without meaning a thing to those of greater means.
- (5) The Commission should confine itself to programs of distinctly better calibre; any popular demand for inferior music and other matter might be met through commercial programs, but the non-advertising programs of the commission could carry a lot better quality of programs than at present.

Yours truly,  
Douglas Hill, Sec.

OUTLOOK, SASK., April 6, 1934.

Mr. H. C. BUCHANAN,  
Room 577 House of Commons,  
Ottawa, Ont.

DEAR Sir:—This is just one hours effort and had the time been longer I could have produced thousands of people who would have signed this in protest of the french language on this network outside of the Province of Quebec.

The fact that there are not more protests going in is because not five per cent of the radio owners in Canada ever listen to a Commission program when there is an American station on the air and one of the main reasons is the french yet our government at Ottawa charge us \$2 for the privilege of having a radio and then turn around and try to force the french language on the English speaking people of the other Provinces. As your address only appeared in the paper a day ago, time was limited trusting that you may be able to show them that this is a grave error.

Yours Truly,

W. E. BOX.

Mr. H. C. BUCHANAN,  
Room 577,  
House of Commons, Ottawa, Can.

DEAR SIR:—In view of the unsatisfactory conditions of broadcasting in this Province, We the undersigned, humbly request that you do all in your power to have the broadcasting of programs in the French language discontinued over the stations of the Canadian Radio Commission, and that the stations of this Province be placed on more suitable wave-lengths:—W. E. Box, Jas. B. Hill, I. I. Lewis, A. Tocher, E. N. Edmundson, Jessie Jack, Gordon Kirkland, P. Gardiner, Mrs. H. Wold, T. R. McKituck, Pat Gardiner, Jr., Alf Erickson, G. C. Kelly, John Skarseth, J. A. Mann, L. F. Button, Geo. McKay, Odin Berg, E. Otto, W. S. Solman, N. H. Birs, E. M. Swanson, Jean MacNeill, Geo. Williamson, M.M., Gunna Hansen, R. B. Reid, C. Morgan, O. Forsberg, M. Cherwiniak, W. L. Pumfrey, Chas. Pumfrey, Chas. Brown, A. R. Hongh, Dan McCurdy, A. C. Gindle, Mrs. Cobb, Margaret Jones, Neil M. Rutherford, S. Rutherford, Oscar Evoy, Jr., Oscar C. J. Evoy, baker; T. J. Daxtater, tailor; S. A. Shier, Martin Riley, R. E. Gray, Alex Ferguson, Alex. Johnstone, Arthur Palmer, R. J. Smith, Wm. Storbo, E. Gray, G. E. Box, F. E. Bracey, all of Outlook, Sask.

103 IROQUOIS ST. E.,

MOOSE JAW, SASK.

H. CARSON BUCHANAN, Esq.,  
Room 577, House of Commons,  
Ottawa, Ont.

DEAR SIR:—In answer to your recent request for comments regarding "The Canadian Radio Commission."

The articles printed in the newspapers, etc., showing the good points of their system, seem to be just one dire insult after another to the intelligence of the listening public. They seem to be trying to force something onto we of the radio audiences that we do not want.

Mr. Charlesworth, in an article in MacLean's Magazine stated there is too much advertising over the air. I believe at the time he was referring to programs that had their origination in American studios.

Did he ever ponder thus? Were all this advertising to stop so would the quantity and consequently the quality of ethereal entertainment. It is a well known fact that these companies sponsoring programs featuring such talent as John McCormack, World famous tenor, several well known Symphony orchestras and also selections from high class operas would not do so were ariel advertising to stop. The said companies having no further use for the air as a mode of advertising, they would not use monies now spent for this purpose, but, would find some other way to advertise their products. Were there no advertising where would the monies necessary to maintain and operate broadcasting stations come from? Whether the goods they advertise are of fitting quality to merit compliment or not is of no consequence. Their entertainment is. Commercial programs seems to have been the back-bone of radio-broadcasting for years and, has proved to be a success.

After reading the preceding paragraph it makes us wonder when we read the following: French programs. There times when we on the prairie are able to get only programs delivered entirely in the French language or else, lessons in the same language. The objection to this being that as the majority of us do not understand the French language nor have the time to take advantage of the lessons which would enable us to do so (after a number of years of radio lessons). I think it is hardly fair that we should be compelled to listen to these French programs. I do not think that compelled is too harsh a word as these French programs are oft times covering other good stations. In short, they are monopolizing the air.

Recently there appeared an item in the Regina Star in which was stated that a complete survey had been made of Southern Saskatchewan regarding the Commission programs and not one complaint could be found. This may be true in so far as the statement itself is concerned but taking it as the attitude of the average radio owner it is rather vague and far-fetched. Personally speaking I have yet to hear the first favourable comment on the present system of operation of the C.R.C. For my authority I use the fact that I have held conversation with residents of every city in Saskatchewan, many of which can tune in on American stations, only with difficulty and unsatisfactory reception. All this since the new wavelength set by the C.R.C. Before going further I would like it distinctly understood that this is not merely a case of stating a personal prejudice, but, these views are based on personal contact with radio owners throughout the province.

Regarding United States station that have been blanketed so to speak, by the C.R.C. programs. I will name three of the most popular—KSL, KFJR, and KOA. These three stations have always had a reputation for maintaining a variety of high class entertainment, consequently their popularity is understood. Since the wavelength has been changed it is very difficult for a person owning an average five tube set to tune in these stations with any degree of satisfaction. It would seem that the C.R.C. has taken into consideration everyone except the man of moderate or little less than moderate means who is not able to own or operate a radio set with sufficient power to cut out his local stations. In Moose Jaw for instance, it is impossible to cut out our local stations CHAB and CJRM, also CHWC at Regina with less than a ten tube set. At the present time sets of this size retail at around one hundred and sixty-seven dollars (\$167) so it is hardly fair to the man who cannot own one of these sets but must pay the same price for a licence as a man with a larger set, yet be deprived of programs other than his local stations or immediate vicinity. It would seem that the C.R.C. is out to dictate what we shall listen to and we have no choice in the matter.

Regarding the aforementioned article of Mr. Charlesworth's in MacLean's magazine I noticed that the caption was "What I hope to do with radio." It



might better have read, "What it is hoped can be done with radio." Thus it would not appear that Mr. Charlesworth was an egotist in any way. After all it is the hundreds of thousands who go to make up the radio audiences that should be considered in the choice of programs and not the wishes and fancies of one small group of men or one man as it seems at the present time.

Referring to the Canadian stations tying with the American chains. I can see no reason why such a thing should not be done. The sponsors of American radio programs seem to cater to the unseen audience in a satisfactory manner. The majority of the listening public are satisfied with their programs. I might also mention that the American radio sponsors do not throw anything at all on the air for the sole reason that one man thinks it is perfect. When it comes to a question of the C.R.C. having a monopoly on all radio stations in Saskatchewan I would say that although it fits in with the rest of their ideas regarding the fairness of the distribution and quality of their programs, they certainly should not as we still have one or two fairly good independent stations in Saskatchewan.

It has also been suggested that there be a sale tax on radio tubes. To take the gist of an article from one of our prominent newspapers I would say that the experimenters who are continually building sets and buying tubes for same had not been taken into consideration. The article to which I refer stated that dealers in Southern Saskatchewan alone had a list on which two thousand such people were listed. On the whole I think that you will find that the public is entirely satisfied with the present licence, two dollars (\$2) per year.

In conclusion I would like to point out that although Signor Benito Mussolini made dictatorship a successful project in Italy it is a very doubtful question whether Mr. Charlesworth or the C.R.C. could apply the same tactics in Canada, as that is what their present system amounts to. Therefore unless the C.R.C. is prepared to take the vast audience of the air more into consideration and match in every way those programs which they are not only trying to cut down but eliminate entirely, well, they are in for a practical demonstration of perpetuality in the form of eternal criticism which is not altogether misplaced. Thank you.

In the foregoing lines I have tried to put down as accurately as possible the opinions of thousands of listeners throughout the province of Saskatchewan and hope that it will be understood as such and given all due consideration. I might also add that the comments contained in this letter are on the Radio Commission as a body and not on any particular individual. Therefore no personal offence need be taken by any one member.

Thanking you again for this opportunity of expressing myself, I remain,

Yours truly,

WALTER LAWRENCE JAY GOULD.

Mr. Buchanan will give his evidence on April 11. It is urgent that all those who desire to have their opinions placed before the committee get in touch with Mr. Buchanan without delay. Letters can be addressed to him, Room 577, House of Commons, Ottawa.

The information required by the special committee from western radio owners is as follows:

1. The general attitude towards the radio commission and whether or not they should have a monopoly of broadcasting in Saskatchewan.
2. The wavelength situation existing at the present time.
3. Whether Canadian stations should be permitted to tie in with American chains.
4. The proposed tax on radio tubes.
5. Any other matters relevant to the situation.

April 3, 1934.

1. C.R.C. should not have a monopoly.
2. Move CJRM wavelength. It interferes with KFTR and the latter is the only N.B.C. outlet we in Saskatchewan can get during the day. CJRM only gives us recorded music — James Richardson & Son commercial news, while KFTR gives international broadcasts.
3. Yes.
4. No tax on tubes. Would not be fair. We use on an average of five tubes a year. Others we know use one in the same period. Why should one radio be taxed more than another.
5. Is it not possible for C.R.C. to pick up international broadcasts in the same manner as N.B.C.

Mr. &amp; Mrs. J. HARGREAVES, Regina, Sask.

Mrs. T. JACKSON,  
270 Lillooet St. W.,  
Moose Jaw, Sask., April 4, 1934.

Mr. BUCHANAN,  
House of Commons, Ottawa.

DEAR SIR,—I want to voice my opinion of the C.R.C. and I know there are many more people in this locality think the same as I do about the commission. I think that they should be dispensed with. The money payed to them could be used for much better purposes. They could be compared with Hitler or Mussolini in their dictatorial way of changing the wavelengths, whether or not it was satisfactory to the people in certain areas. The air should be free so that all the people could tune in on the stations they wish to, without local interferences such as we have in our location, namely CJRM. Changing their wavelength to 540 kilocycles was one of the worst changes they could have made.

They certainly aren't giving satisfactory programs over the Canadian chain. Why so much French? Is this not an English speaking country.

Canadian stations should be permitted to tie in with American chains. I am not in favour of taxing radio tubes. We certainly don't feel like spending money for radio licences when we don't get satisfaction.

Truly yours,

Mrs. T. JACKSON,  
270 Lillooet St. W.,  
Moose Jaw, Sask.

## BOARD OF TRADE

HAWARDEN, SASK., April 5th, 1934.

Mr. H. C. BUCHANAN,  
Room 577, House of Commons,  
Ottawa

DEAR SIR.—I wish to state that the general attitude towards the Canadian Radio Commission is a favourable one but that it should not have a monopoly of broadcasting in Saskatchewan.

The wavelength as at present is not considered satisfactory.

Canadian should be permitted to tie up with other chains.

The proposed tax on radio tubes is regarded favourably. There are too many broadcasts in the French language over the Canadian.

I am,

Yours respectfully,  
H. T. KELLY,  
Secty.

Phone 41

P.O. Box 64

A. BAINES

Ice Cream, Confectionery, Groceries

Moir's Chocolates

Soft Drinks

Tobaccos and Cigars

Fruit in Season

With Every Palate They Agree, Baines' Coffee, Baines' Tea

WILCOX, SASK., April 4, 1934.

H. C. BUCHANAN, Esq.,  
Room 577, House of Commons,  
Ottawa.

DEAR SIR:—I have received a letter from the President of The Moose Jaw Radio Association and on behalf of the executive and members of Wilcox Board of Trade am writing you about the Radio situation as we find it here and I know the same feelings prevail all over Saskatchewan as I have gone into the situation and find a very hostile feeling about our Radio as it exists now.

I have also written the Radio Commission on several occasions but find its absolutely useless and a waste of paper and stamps.

The big bone of contention is that the commission has given Moose Jaw (CJRM) a wavelength which absolutely kills KFYZ Bismark which was the only American station which we could get in the daytime and have good programs. There is absolutely no need for Moose Jaw to be there and the Commission knew they would kill KFYZ when the change was made and the general feelings are that it was a deliberate attempt to block out this station and that special treatment has been given to the James Richardson station. If it is at all possible get CJRM moved away from Bismark and you will have done a real service otherwise we may as well put our radio's out in the back shed.

Yes we are of the opinion that Canadians should tie up with American chains thereby giving a variety of good programs through local stations as the general attitude is that the Radio Commission has fallen down on its job and that a big price to be paid for a lot of amateur programs and the West generally does not want French programs on the air. If the Province of Quebec and other Eastern places want it well let them have it but don't force it down the throats of Western Provinces.

The one big question is that CJRM, Moose Jaw, be given a wavelength away from KFYZ, Bismark. If the Commission would do this I believe a lot of their other shortcomings would be overlooked and a much better feeling created towards them.

We are of opinion all radio's should be taxed alike. A person with a 7 or 10 tube set would pay a lot more than one with a 4 or 5 tube set. Anyway \$2 per year is more than enough.

Trusting that you can do something with reference to the Moose Jaw and Bismark situation and that I have not wandered around too much,

Yours very truly,

THE WILCOX BOARD OF TRADE,

A. BAINES, Sect.-Tres.



HANLEY, SASK.,

April 5th, 1934.

Mr. H. CARSON BUCHANAN,  
Secretary of the Moose Jaw Community Radio Association,  
Room 577, House of Commons,  
Ottawa.

DEAR SIR:—On April 4th at a regular meeting of the Loyal Orange Lodge 3088, of Hanley, Sask., a resolution was unanimously adopted, strongly protesting the monopoly of broadcasting in Saskatchewan by the Canadian Radio Commission. The bilingual announcements introducing the programs produce a deep feeling of resentment among all Loyal British citizens. Therefore we believe it is unjust and unfair to have thrust into our homes a language we cannot, and do not wish to understand. Therefore, we kindly request that you present our views to the Committee.

Yours sincerely,

CHAS. E. WAGAR, W.M.  
GEO. GREGG, Rec.-Secy.

## SHAUNAVON BOARD OF TRADE

## OFFICE OF THE SECRETARY

SHAUNAVON, Sask., April 5th, 1934.

H. C. BUCHANAN, Esq.,  
Room 577, House of Commons,  
Ottawa, Ont.

*Radio Broadcasting*

DEAR SIR,—CHAB has written me requesting that you be advised of our Board's views on the above subject.

On February 13th last I wrote Mr. Dakin of Dominion Broadcasters Association, CPR Bldg., Toronto, agreeing with a form of resolution which he had sent me at that time. Doubtless you have a copy of the printed form of resolution he was working on at the time.

This Board regrets that local Listeners cannot get Canadian stations in the evenings due to so much interference from the large U.S. stations. It is felt that surely there is some method of allotting wave-lengths here to get them closer to small stations and away from the larger U.S. stations which shut us out so badly.

As intimated above this Board of Trade supported the ideas contained in the resolution mentioned and although some members of the executive felt that the Commission was perhaps a good idea the majority felt that the Commission was not giving the service it should give for the fee paid.

The proposed tax on tubes has come up since our meeting and I can therefore not officially give you any opinion on same, except my own personal view which is that the tax on tubes seems more equitable and would hit only when tubes were being purchased. As it is now the tax is charged even though all the average Saskatchewan listener can get is U.S. programmes.

Trusting you will have every success in this matter, I remain,

Yours truly,

J. C. HOSSIE,  
*Secretary.*

NB: Dear Buck. Do you recall the cadet corps in about 1914.?

MOOSE JAW, SASK., April 7, 1934.

Mr. H. C. BUCHANAN,  
Moose Jaw Radio Association.

*Re—Radio Commission Broadcasting*

DEAR CARSON,—I was not aware of your departure East until you had been two days on your way, it was my intention to have put my views before you hence the need for this letter.

I am only one of the hundreds of people in this district who have invested a considerable amount of money in a decent Radio and who pay a yearly licence for the privilege of using it, and I for one do want to register a most emphatic protest against the wave-length situation as it affects us in Saskatchewan.

If the Radio Commission were located in this territory they would have continuous demonstrations of the manner in which Regina Stations clash with Des Moines; Prince Albert, Saskatoon and CHAB Moose Jaw all bunched together and interfering constantly with one another, and last but not least the way CJRM at Moose Jaw blankets Bismark which is the only channel by which U.S.A. chain programmes and other important features can reach us during the daytime, it almost looks as though the Radio Commission had determined that we have to listen to their programme alone as the only alternative to our two local stations.

Regarding Bismark, on the last few occasions when there was a programme of National importance to Canadians and Britishers it is through this station we would have been able to listen to it were it not for the interference from the privately owned local station; for some—to me—inscrutable reason these programmes were not carried by the Radio Commissions chain of stations and it does strain ones sympathy towards the difficulties of the Commission to have to depend on the facilities of a foreign country to hear a programme of Patriotic and National importance to a Canadian citizen.

I do not by any means wish to convey that I am satisfied with the Commission programmes as a general thing, they could be improved a whole lot, one way is by eliminating the lost time of having to listen to lengthy announcements in a foreign language; it may be quite in order for the province of Quebec, but we should not have to swallow large doses of it out in the West where the vast majority of the listeners are English speaking.

I fully recognize the fact that the class of programme that I enjoy might not have the least interest for some one else and that I would be bored stiff with a programme that other people are enjoying, but it should be our privilege in such cases to be able to switch to some other station but under the conditions existing at present that is rarely possible for the reasons explained.

One injustice does look a very glaring one to me and that is why Commission Programmes that are not being carried by the privately owned station in Moose Jaw, where they happen to clash with its own revenue producing interests, should be withheld from our Community-owned station CHAB which is in a position to give a more continuous service and give its listeners what they are paying for but frequently not getting.

I hope you will not pass up any opportunity that may present itself to express these views of mine to the proper quarter, I feel reasonably certain that they represent the opinions of a great many other listeners who may not take the trouble to write and say so.

Yours very truly,

E. G. BUTTS.

## BOARD OF TRADE

MELVILLE, SASKATCHEWAN

"Railroad Centre of the North"

April 6, 1934.

Mr. H. C. BUCHANAN,  
Room 577, House of Commons,  
Ottawa, Canada.

DEAR SIR,—I have a letter from the Moose Jaw Radio Association dated April 3, of which you doubtless have a copy. It has reference to your visit to Ottawa to meet the special Parliamentary Committee on radio broadcasting.

The following are the answers of the Melville Board of Trade to the questions:—

1. The general attitude of our community seems to be that the Commission is putting on very good programs in most of the cases. Some of the programs are very mediocre and some even not up to that standard. In any event we are of the opinion that the Commission should not have a monopoly of broadcasting in Saskatchewan.
2. So far as the wavelength situation at present existing is concerned we have not got sufficient data to say all we would like to say about this. In any event there is too much interference with some of the different stations and too much interference with programs that one should reasonably be able to get. The interference seems to be mostly with American stations, but whenever the interference exists one cannot get either the American stations or the Canadian station.
3. Canadian stations should certainly be permitted to tie in with the American chains. Some of the best programs presented are over the American chains, and this particularly refers to some of the addresses that are broadcast for instance from Paris or London.
4. We are entirely opposed to the proposed tax on radio tubes. One machine has only a small number of tubes and another machine has a large number of tubes. One set may run a large number of years without requiring new tubes and another set may require two or three sets of new tubes in one year. A person who has frequently to purchase tubes for his receiving set is bearing an unfair and unjust proportion of the burden.
5. We do not think that free speech should be muzzled in this country. The radio is a medium of expression the same as the newspapers and we do not think that the Radio Commission or any other organization has any right to censor a speech that is to be made over the radio. If it is going to censor any one speech, why not censor them all. In any event it seems to be rather paradoxical to invite a noted educationist or a noted statesman either from our own or other countries to give a radio address and then proceed to censor it. If the address were given in a public gathering not being broadcast it would never be censored.

We trust that these remarks will be of some benefit to you as they appear to express the general opinion of the citizens of this district. There are some exceptions to that, for instance some think that we should not have the French language broadcast over all the Western Chain whereas others are quite satisfied with it.

Yours very sincerely,

MELVILLE BOARD OF TRADE,

Per H. MacKAY,  
Secretary.



## BATTLEFORD BOARD OF TRADE

April 6th, 1934.

Mr. H. C. BUCHANAN,  
Room 577, House of Commons,  
Ottawa, Ont.

DEAR SIR.—The Secretary of the Battleford Board of Trade has handed me the letter received this morning from the Moose Jaw Radio Association re Radio Broadcasting. As there is not sufficient time to fully canvas members on this subject, I submit for your guidance what I believe to be the majority opinion.

Replying to the questions:—

(1) General attitude toward Commission.—Generally accepted that the commission has brought about great improvements, which would not have been obtained under the old system. Considering its very meagre resources it has probably done as well as could be expected. With experience and public criticism, improvements will, no doubt, continue.

(2) Should Commission have monopoly of broadcasting?—The Western ideal undoubtedly is public control of broadcasting for the public benefit and amusement. This would seem to be best met by ownership by some public body and operation by Provincial committees acting in co-operation with the Federal Commission.

(3) Wave length situation.—This is obviously not satisfactory (as examples Saskatoon CFQC, and Edmonton). Any improvement the Commission or anyone else could arrange would be welcomed. One would imagine that increased power would help considerably.

(4) Should Canadian Stations be permitted to tie in with American chains?—The Commission is already bringing us some of the best American programs and most receiving sets can get KSL, KOA, and other American stations direct. American or Canadian radio advertising is a nuisance to be avoided so far as possible.

(5) Re Tax on Radio Tubes.—I have no knowledge on which to form an opinion.

(6) Most definitely Radio broadcasting is regarded as a public service to be operated solely for the public benefit.—Any alteration in present arrangements should be with the idea of bringing this ideal into actuality.

As in England the aim might well be to have available to every listener at least two stations with programs so arranged that when one is broadcasting a cultural program the other would provide lighter entertainment, as an alternative. For this we seem to need more powerful stations, and programs properly chosen and timed with reference to other programs available at the same hour.

Trusting you will keep these ideas in mind, representing as they do, I believe, a considerable body of opinion in Saskatchewan.

Yours sincerely,

SIDNEY A. LAW.

414 Hammond Bldg.

Phone 4406

A. E. MARTIN

REAL ESTATE AND INSURANCE—MONEY TO LOAN

MOOSE JAW, SASK., April 7th, 1934.

H. CARSON BUCHANAN, Esq.,  
Room 577, House of Commons,  
Ottawa, Ontario.

DEAR SIR.—Both Mr. Martin and the writer would like to express ourselves relative to the article in the Times on Tuesday night and to answer the four questions as follows:—

1. Re Radio Commission. No.
2. Re Wave Length, most certainly some change should be made herein respecting CJRM and KFYZ at Bismarck, this situation is most annoying, and we see no reason why CJRM should not be given a wave length that would not clash with Bismarck.
3. Re tax on radio tubes, certainly, if absolutely necessary.
4. Certainly Canadian stations can be hooked up with American ones.

However, the most important item as far as we are concerned is giving CJRM another wave length.

We trust you will have some success in your journey down there.

Yours truly,

A. E. MARTIN,  
per ALICE J. WILDER.

Council: W. A. Daly, F. N. Darke, M. B. Farr, H. Forbes-Roberts, H. S. Fry,  
E. B. Gass, P. H. Gordon, K.C., C. F. Simmons, A. B. Imrie, H. F. Liggins,  
W. C. Mills, D. B. MacRae, J. M. Sinclair, L. A. Thornton,  
W. W. Thomson, T. A. Wilson

## REGINA BOARD OF TRADE

INCORPORATED

SASKATCHEWAN, CANADA

President, H. F. Thomson, K.C.—Past President, W. C. Mills  
Commissioner, G. A. Ewart—Secretary, Alex. Aitken  
General Offices  
301-303 Darke Block

April 6, 1934.

Mr. H. C. BUCHANAN,  
CHAB,  
Moose Jaw, Sask.

Dear Mr. BUCHANAN:—

*Re: Radio Commission Enquiry*

We do appreciate the opportunity you have given us to express through you to the Parliamentary Committee at Ottawa our views with respect to the radio situation in Canada.

I am not in a position at this time to outline for you fully and in detail the representations which we might ultimately feel disposed to make in this

matter, principally for the reason that we have many suggestions before us for consideration which have not yet been fully investigated. There are one or two matters, however, which may be worthy of the Commission's attention and upon which I feel I can express the viewpoint of the majority of our Regina citizens.

*Public Ownership.*—When the Sir John Aird Commission took evidence in Regina in 1930, we filed with them copy of the attached memorandum as a summary of our views. Despite the findings and recommendations of that Commission this Board still holds to the opinion expressed then with respect to Government ownership of broadcasting stations. We do favour a certain measure of government control being exercised over air channels and broadcasting stations to ensure good reception, and quality programs of a character that will foster and develop a national spirit in Canada.

The Radio Broadcasting Act of 1932 gave the Commission power to make operating agreements with private stations for the broadcasting of national programs, to acquire private stations by lease or purchase, to construct new stations and to operate new stations which they might so acquire or construct. It is significant, I think, that the Commission thus far is operating very few of these stations. The reason being, I presume, that they find it more economical and more satisfactory to enter into operating agreements with privately owned stations. This, we feel, adds strength to the argument that the Government are not now nor are they for some time likely to be financially in a position to acquire or construct the stations required for the broadcasting of national programs. So long as they have the power, however, to acquire their own stations and by so doing to compete with privately owned stations, whose operations they control and regulate, there is little incentive for private stations to invest the capital that is necessary to enable them to render the service expected of them by the public. The Government, we contend should leave the field of broadcasting to private interests and content themselves in controlling and regulating broadcasting operations.

*Modernized Equipment.*—CJRM the most powerful station in southern Saskatchewan, interferes greatly with KFYR at Bismark and vice versa. The reason being, we understand, that the equipment of neither is sufficiently up-to-date to avoid one trespassing on the other's channel. We presume that under existing economic conditions the Commission hesitates about being too exacting in their requirements, insofar as the installation of up-to-date equipment is concerned, and particularly in view of the possibility of their ultimately constructing and operating a powerful station of their own in this territory.

We feel confident, however, that despite the condition of the times our privately owned stations at Regina, Moose Jaw and Saskatoon would willingly modernize their equipment to-day if they could be assured of no competition from a government-owned station in this province.

*Radio Licences.*—We are not very much concerned about how the Government raise their revenue for the supervision and control of radio broadcasting in Canada so long as the method is fair and equitable.

Under clause (6) of the Radio Broadcasting Act, the Governor in Council is empowered to appoint Assistant Commissioners and Local Advisory Committees who, we take it, would serve as a liaison body between the public and the Commission. Thus far no steps appear to have been taken to appoint these Assistant Commissioners to Committees. We believe if the Governor in Council were to exercise the powers granted him in this connection, it would do much to bring about a better understanding of the problems with which



the Commission is confronted and it would greatly assist the Commission in interpreting the wishes of the Canadian public.

We may have more suggestions to offer at a later date, but the foregoing will cover the only points upon which we care to comment at the present time.

Yours very truly,

*Commissioner.*

GAE:AS

Encl.

#### RADIO BROADCASTING

##### *Report of the Regina Board of Trade, March, 1930*

"The time has not arrived in our judgment when the existing situation with respect to radio broadcasting should be basically or materially disturbed. Radio broadcasting is still a comparatively new thing and must of necessity pass through a process of evolution and development before it approaches the standard of perfection. We feel that the requirements of the public are being fairly satisfactorily met at the present time by privately owned broadcasting stations in the Dominion. A clearer understanding of the needs of the public is bringing about better service and a marked improvement in the quality of the programs rendered. Until it is clearly evident that private interests are unable to serve the public as satisfactorily as we might reasonably expect to be served under the proposed system of Government ownership, they should not, in our estimation, be removed from the field of radio.

Radio broadcasting has not yet become a national necessity. The public have no vested right to receive high class radio entertainment at the Government's expense, any more than they have the right to expect motion pictures or other forms of entertainment to be provided on the same basis. Our Board, however, do approve of a measure of Government control being exercised over air channels and broadcasting stations which will ensure for our radio listeners, not only good reception, but quality entertainment and programs that will foster the development of a national spirit in Canada. We desire to commend the Government for the very helpful service they have been rendering in this connection and to say that the successes which have thus far attended their efforts indicates that Government ownership and operation is not essential to obtaining the standard of excellence sought for in our radio programs.

With no precedent by which to be guided and with no definite information as to the appropriation that would be required, or as to how far the Government might find it necessary to go to meet the growing needs of the radio public in Canada, it is extremely difficult to say with any degree of certainty that the existing radio broadcasting situation in Canada could or would be improved by the introduction of a system of Government ownership and operation."

MOOSE JAW, SASK., April 5, 1934.

H. CARSON BUCHANAN, Esq.,  
c/o Radio Station CHAB,  
Moose Jaw, Sask.

DEAR SIR,—We, the undersigned, hereby respectfully request that you place before the Canadian Radio Commission our desire to have the wavelengths, of those stations giving us the greatest volume and variation of programs, so distributed that we may have a proper choice of stations.

For example, in our District:—

CHAB—Canadian Radio Commission or local.

CJRM—Canadian Radio Commission or local.

Regina Stations—Canadian Radio Commission or local.

KFYR, Bismarck, N.D., National Broadcasting Co.,

KSL, Salt Lake City, Utah. Columbia Broadcasting Co.

We make this request, bearing in mind that at one time KFYR, Bismarck, was an excellent day station, with a good reception at all times of the day, and was once separated from our local stations, but is now in conflict.

#### Names and Addresses

G. A. Stevens, 1156 Redland Ave.; E. M. Richards, 1067-4th Ave. N.E.; J. W. MacPhail, 820 Stadacona St. W.; T. G. Loveridge, 624-4th Ave. N.W.; A. B. Stroud, 521 Athabasca St. E.; Jno. A. Dickson, 349 Athabasca St. W.; T. S. Price, 1146-4th N.W.; F. S. H. Lovie, 1079-2nd Ave. N.E.; W. Joujensin, 424-4th S.W.. Moose Jaw; H. Horseman, 741 Ominica St. E.; D. A. Cloudie, 557 Athabasca St. East; Jno. McAllister, 254 Atha St. W.; H. J. Gabb, 203 River St. E.; R. Dalling, Ste. 4, Redland Court; G. Waugh, 1132 First Ave. N.E.; R. R. Gray, 1088 Fourth Ave. N.E.; T. H. Pendlebury, 719 Ominica St. East.

### SUPREME RADIO SERVICE

S. H. COULTHARD

EFFICIENT RADIO SERVICE, TUBES, PARTS AND ACCESSORIES, 151 COTEAU STREET EAST

Member: National Radio Institute; Supreme Service League; Radio Servicemen's Asse'n of Canada.

MOOSE JAW, SASK., April 5, 1934.

Mr. H. C. BUCHANAN,  
Sec'y. Moose Jaw Radio Association,  
Moose Jaw, Sask.

DEAR SIR,—Regarding the Radio situation in Moose Jaw and district, I would like to have the following brought to the attention of the Parliamentary Committee.

1. How the present conditions have affected the Radio Business in Moose Jaw. When Station CJRM was assigned or allowed to occupy a frequency of 540 kilocycles, they at once blanked reception from the very popular American Station at Bismarck KFYR. This meant that local listeners who formerly had their sets operating from 8 or 9 a.m. until 11 or 12 p.m. immediately stopped operating them until 3 or 30 p.m. at which time CJRM usually signs off and only use their sets for a few hours in the late afternoon or evening.

The argument may be advanced that it is possible to listen to KFYR with CJRM on the air, as they are 10 kilocycles apart. This is not possible how-

ever, as station CJRM does not keep to their frequency of 540 kilocycles. I have tried this myself with some of the best and most up-to-date sets on the market and find that it is possible to separate the two stations for a short time and then CJRM will blank KFYZ or at least make the program unintelligible. The local Radio Inspector will verify this statement.

I believe that about 70 per cent of the sets in use in this city are T.R.F. (Tuned Radio Frequency) sets and with this type of set it is an absolute impossibility to separate these two stations as all T.R.F. sets fall off in selectivity as the lower frequencies are encountered. The people in this locality are in no financial condition to junk their old sets and buy new ones of the super-heterodyne type, if this would cure the trouble. I would also like attention drawn to a source of even greater annoyance when it comes to reception, namely the operation of a violet ray and deep therapy apparatus used by Dr. Libby.

Dr. Libby is located at 81 Athabasca St. West. This is right in the centre of the city and the interference from this source makes reception impossible in any part of the city except for local stations I believe that at present there is no legislation of any kind to compel owners of apparatus of this type to install apparatus to eliminate this interference. This can be done however and I see no reason why one individual should be allowed to put hundreds of thousands of dollars worth of Radio Receiving sets out of commission each and every time he uses his apparatus.

The above two sources of interference and annoyance has put radio reception in Moose Jaw almost to the zero point, especially during the daylight hours. I figure it has cost me at least one thousand dollars in the past eight months, as when the sets are not used there are fewer service calls and fewer tube sales, and as I am operating a Radio Service Business here, I can assure you, it has cut my business almost to the vanishing point as the people simply will not listen to the local stations with phonograph records and stock quotations.

2. I should like to point out how the Radio public feel about the change in Frequency of Station CJRM. This as I have pointed out blanked KFYZ and I can assure you the public do not like it. There is also some complaint about the harmonic which is quite annoying on T.R.F. sets as the dial is covered by local stations between 1000 kilocycles and approximately 1250 kc. when CHAB is on the air. By Regina stations on 1010 kc. CJRM harmonic on 1080, CHAB from about 1150 to 1250 kc.—in some cases making reception of KSL a very popular station, impossible on some T.R.F. sets.

I encounter many owners in my work and have been told in many cases that they were not going to take out a Radio licence for 1934 and the general attitude of the people toward the Radio Commission, is that they have made a mess of things.

Regarding the proposed tax on radio tubes. I do not believe this would be a good thing as the higher price would stop sales and interfere with business and it would also create a lot of smuggling in tubes. As it is, I know there are some smuggled in, as the prices in the U.S.A. are about 50 per cent lower than in Canada.

I realize the foregoing is somewhat lengthy, but I do not believe the situation can be properly explained in any fewer words.

Trusting you will bring this to the attention of the Committee and that some measure will be taken to remedy the situation, I remain,

Yours very truly,

SHC/C

S. H. COULTHARD.



1250 King street, Regina, Sask., April 5-34.

H. C. BUCHANAN, Esq.,  
C/O CHAB, Moose Jaw.

The time is 8.50 p.m. of above date and Quebec French is streaming in through my De Forest Crosley unfiltered and unhampered. How much longer must we be taunted by this sort of thing.

This is in reply to a news item appearing in the Leader Post, stating you are seeking opinions on the C.R.C. from Regina readers. I am bitterly opposed to the constant announcements in the French language during C.R.C. programs. I am not an Orangeman either. I consider it as pure propaganda, and I doubt greatly whether the Commission has such powerful authority as to insist upon this business constantly, although they are getting away with it notwithstanding prolonged protest.

In any case the programs broadcast over the western network are, in my opinion of exceeding poor quality. I have heard many people state they will refuse to pay the \$2 licence this year. Many of course did not pay last year.

The wave length situation must be cleared up. Bismark and CJRM must be separated. Western Canadian hookups with the two major American broadcasting systems would be of especial benefit to us especially when static conditions force one to shut off or tune out. In any case all of us are forced to tune in on American stations if we want to listen to good orchestra's or comedians. It would appear that the C.R.C. cannot supply either of these as yet.

I regret to say I have heard nothing of the proposed tax on tubes. Isn't the listener in or the owner taxed sufficiently enough? Sales tax; luxury tax; two bucks per annum for "operating" a receiving set.

A personal grievance. On April 4 an agent of the radio branch called here and yelled "Radio licence." My wife answered the door and referred him to me. I told him I refused to pay. Quoth he "When shall I call again, on the 17th April." I suggested he call March 31. The point is that the fiscal year was only 4 days old, of which only 2 days were legal for collections. Any other creditor of mine would give me 10 days (even the city or the telephone department) grace on a monthly account. I have always bought my licence within a month of the opening of the fiscal year, but yesterday's performance leaves me cold or perhaps hot with indignation.

Summing up. My own opinion is that the C.R.C. should be disbanded. It has not achieved a particle of what might be reasonably expected. It has most certainly antagonized many in the West through the French language racket. Listening in to the programs as broadcast by them, one is forced to the conclusion that Canada does not possess the talent, or that if the talent is here, they refuse to go on the air.

Whether this will be of any assistance to you I don't know. At any rate it is the opinion of

CHARLES BALL.

Wishing you every success in your mission and station CHAB.—C.B.

1346 Pasqua street, Regina, Sask., April 5, 1934.

The SECRETARY.

Moose Jaw Radio Association,  
Moose Jaw, Sask.

DEAR SIR:—I have read in to-day's Regina Leader Post that you want opinions on the radio, so here goes. I will answer in the same order as the article referred to in the Leader Post April, 5, page 13, column 4. The C.R.C. should be dispensed with and save the country over a million dollars yearly. I am against government in radio (one million grant and \$25,000 for line tolls or something). I have no objection to Canada-United States hook-up, although I believe the C.R.C. chain interferes very seriously with reception of United States programs, at times worse than others. Now the wavelength "bugaboo," is my pet hobby and have no hesitancy in saying that if the C.R.C. were composed of dead people we in this district of CJRM would be much better off. Mr. Charlesworth and his 540 "cleared channel" he's simply out of touch with radio reception, a suggestion, hope you'll take it kindly, why not CJRM split time with CHAB. You don't need two stations running nearly all any more than we do in Regina. So far as I can see it works very satisfactory. The big kick over CJRM-KFYR is that ordinarily KFYR is a continuous daylight reception station. But since the C.R.C. has allotted CJRM a frequency of 540 kc. it is nearly impossible to get KFYR at all. I have also suggested to the C.R.C. that they place CJRM anywhere above 1,200, then we won't get their harmonic at 1080 which cuts out KMOX. Even new sets get CJRM at 1080. Further it is my contention the C.R.C. ruin reception for perhaps 7 machines out of 10, perhaps more than 7. I have a splendid toned machine, Brunswick S24 8 tubes and voltage regulator, it and many others are "out" and the main cause is the frequency of CJRM and C.R.C. wont change it.

Now about tax on tubes. If the tax were reasonable, O.K., but 50 cents or 75 cents is absurd, say even at 50 cents to the manufacturer, how much would the 50 cents amount to by the time the radio owner bought it, even at 50 cents per tube, say the average set has 8 tubes, this would be \$4. A ridiculous fee, twice what we now pay and which is twice too much. I told the C.R.C. the licence must not be over the present \$2. Why not go back to the old system, and do away with the C.R.C. Save the country a lot of money and the radio listener all kinds of unnecessary interference. We can get free radio reception in the United States if the C.R.C. would leave us alone. I think I have written enough for you to see my point, so will thank you for the invitation. Almost forgot to say, why French on the air has no rights under the British North America Act.

Good luck. Yours truly,

E. C. WINCHESTER.

MOOSE JAW, SASK., April 5th, 1934.

H. E. BUCHANAN, Esq.,  
% CHAB, Moose Jaw.

DEAR SIR,—In an announcement over CHAB to-day an expression of opinion was asked for on the attitude of listeners to radio programs in reference to Can. Radio Com. programs.

Mr. Charlesworth is decidedly unpopular in these parts and you don't have to take my word for that.

Announcements in French are out of order in this neighbourhood, and announcers talk too much and there is entirely too much so-called better class music for a lot of low brow music lovers like myself.

Yours truly,

FRANK ELLIS.

11 Ferguson Blk.

MOOSE JAW, 4-4-34.

H. A. BUCHANAN, Esq.,

DEAR SIR,—If you want my opinion about the C.R.C. well its the bunk. They expect us to pay two dollars for a chrystal set, but what do we get in return for it. They tell CHAB to get off the air first, then they move CJRM to Belle Plaine witch is out of reach for our lettle set. And then they have the nerves to ask you for two dollars for no program whatsoever that they produce so that's that for C.R.C. I am only one of the many.

Yours truly,

ED. BENNETT,

318 River W., M.J.

I do not like the C.R.C. for the simple reason that they are taking away from the public their choice of program. Under them we have to take it or leave it, whereas with our privately owned stations we can phone in and have at least one portion of the program to our liking. In my opinion the Radio Commission is just a few men trying to force upon the public what in their opinion is good music.

JAMES McDONOUGH.

MARCH, 1934.

(1) In view of the difficulty experienced by Saskatoon Local No. 553 and the apparent dictatorial complex of the Commission's Western representative. That an endeavour be made to invoke Art. 6 of the Radio Act as contained in Chap. 51, page 2, of the Statutes of Canada 1932-33, and further that legislation be sought to have the clause revised by inserting the word "shall" for the word "may" in the first sentence of the clause.

(2) That the enactment regarding the broadcasting of recordings be rigidly enforced. The Commission has been very lax in this regard and the regulation is practically ignored in our jurisdiction.

(3) This local is opposed to present practice by the Commission of monopolizing practically all the time of all stations in the province of Saskatchewan between the hours of 6 p.m. and 10.30 p.m. every night in the week. We submit that such a condition reduces diversification of radio entertainment and is driving many listeners to the programs provided by U.S.A. stations which is contrary to the best interests of the industrial concerns of Canada, and also reduces employment opportunities for musicians in this province. We further submit that programs should be divided among Saskatchewan stations in such manner as to improve their daily schedules but with the idea of providing provincial coverage with the least number of units transmitting C.R.C. presentations simultaneously.



(4) We submit that the present allocation of wavelengths of stations in Saskatchewan is ending to discharge private sponsors from using radio as a means of contact for commercial purposes and is therefore reducing the employment possibilities for many radio artists and musicians. For instance—

Moose Jaw Station, CHAB, 1200 kilocycles.

Prince Albert, CKBI, 1210 kilocycles.

Saskatoon, CFQC, 1230 kilocycles.

The average receiving set operating in any of the cities named cannot pick up either of the other two while their local station is transmitting. Further—

Belle Plaine Station, CJRM, 540 kilocycles, 1000 watts.

Bismark, N.D., KFYR, 550 kilocycles, 5000 watts.

These two stations interfere with one another so severely over a wide belt of southern Saskatchewan that possibility of selling advertising is getting increasingly difficult.

Yo can readily realize that a sponsor in Saskatchewan wishing to secure adequate results for an outlay for advertising in a place where the density of population is small cannot justify radio ads under conditions here described.

(5) We are of the opinion that the continuance of a regulating body to regulate broadcasting in Canada and to arrange typically Canadian programs is in the best interest of organized musicians in Canada.

REGINA, Apr. 3rd, 1934.

DEAR SIR.—We are invited to write you, *re* Radio in Sask. First let me say we appreciate CHAB very much indeed and the better types for programs (such as the Woman's Musical, Cheerio and Mr. Wicken's records). Will you protest please, against the work of the Commission, in setting up a powerful station so near Regina. (Jas. Richardson & Sons), to advertise the price of stocks and bonds, wheat, etc., and creating such a racket that we can never get that splendid day station, "Bismarck," with its many excellent programs. We are forced to listen to both, and in despair have to shut it off (the Radio). The Commission forces us to listen to so much French, for which the present Government had no use (until they were placed in power, by many Liberals), who thought they really were sincere, and we seldom bother with the Commission at all, (for which the country has to pay). During the day we cannot get it in Regina, very often (not even the Operas on Sat. p.m.) and at night we look for better stations, so why continue the Commission. The sooner we get back to the good old days when we could get Bismarck, the better, and eliminate the cost of the Commission, and its interference with the freedom of Radio reception.

Yours sincerely,

MRS. W. VERMILYEA.

### YOUR RADIO

Radio has become of vital interest to Canadian business men and the public generally. Within the last year Government control of radio was introduced. It would be interesting and valuable to have the various viewpoints from Canadian communities on our present Radio set-up. Accordingly, will you please co-operate with us by answering, if possible, the following questions in a personal way:—

Are your Radio progrms any better since the Commission came into being?  
—Much better.

.....

Has the Commission effected an improvement in reception?.....

How does the domestic listener-in view the activities of the Commission?

(a) Regulatory..... (b) Broadcasting.....  
Favourably.

What is the viewpoint of the consumer on having to pay an annual licence fee of \$2?—Cheap at the price.

What has been the effect of Radio on family life? (For example, do the young people spend more evenings at home? Do the parents?)—No children—get all music we want at home.

To what extent does the average business man use his Radio at home?—Not a business man.

Q. What has been the effect of French programs on the air during national hook-ups?—Get good music—as to French recitals—give and take—play fair game.

How does listener-in view United States programs?—Some are good, especially KSL, but can't stand the screeching women's voices. CJRM is as bad in this respect.

What types of programs have the greatest appeal to listeners-in?—Band—Violin—operatics if voices are really good.

Have they been getting what they want?—Cannot complain.

Comments—Why should listeners be tortured by the horrible screeching girls, (apparently) voices which compel us to shut off the instrument. Let them practice at home not before a "mike."

Having answered the questions cut this out and leave or mail to Mr. G. S. Herringer, Secretary of the Maple Creek Chamber of Commerce.

## YOUR RADIO

Radio has become of vital interest to Canadian business men and the public generally. Within the last year Government control of radio was introduced. It would be interesting and valuable to have the various viewpoints from Canadian communities on our present Radio set-up. Accordingly, will you please co-operate with us by answering, if possible, the following questions in a personal way:—

Are your Radio programs any better since the Commission came into being?—No.

Has the Commission effected an improvement in reception?—No.

How does the domestic listener-in view the activities of the Commission?

(a) Regulatory..... (b) Broadcasting.....

What is the viewpoint of the consumer on having to pay an annual licence fee of \$2?—Would advocate dropping Commission and licence fee.

What has been the effect of Radio on family life? (For example, do the young people spend more evenings at home? Do the parents?)—Yes both young people and parents spend more evenings at home.

To what extent does the average business man use his Radio at home?—

What has been the effect of French programs on the air during national hook-ups?—Not appreciated by majority.

How does the listener-in view United States programs?—We get some good programs from U.S. stations.

What types of programs have the greatest appeal to listeners-in?—More news, old time programs, band music and good songs.

Have they been getting what they want.....

Comments—The Commission puts on too much classical music for the average listener-in.

.....  
Having answered the questions cut this out and leave or mail to Mr. G. S. Herringer, Secretary of the Maple Creek Chamber of Commerce.

W. B. Dixon and family.

The WITNESS: Now, gentlemen, dealing with radio station CHAB.

May we deal now briefly with the problems of CHAB itself typical we feel sure of many of the less powerful stations, who are not in as favourable a position to make themselves heard as we are.

We feel, frankly, that we have been discriminated against and unfairly treated. Our people in Saskatchewan feel that way too. In fairness to the Commission, our people and ourselves, we believe the Committee should probe the Commission's files relative to Moose Jaw stations and our own files with the Commission, to ascertain not so much our own troubles as a picture of the difficulties both Commission and Station run into in trying to work out the Canadian Radio Broadcasting Act as it now stands.

As a basis for this request, I will, with your permission give you a few of the incidents which occurred in our dealings with the Commission. Between the time of the Aird report and the formation of the Commission, 10. A.B. as our station was then called, waited wondering what was going to happen to broadcasting in Canada.

After the appointment of the Commission, we wrote Mr. Charlesworth on January 14th, 1933, explaining the nature of our station, our situation in the Province and asking for a 500 Watt commercial licence in order that we might better serve our area. You will keep in mind that one of our constant objects has been and is to preserve for Moose Jaw, its place on the air. At the time of writing Mr. Charlesworth we had no inkling as to what their policy with regard to Broadcasting in Saskatchewan was going to be and we held to the position then as we do now, that nationalized broadcasting was not desirable in Canada. That is as distinct from regulation and control.

Our history since that time has been one discrimination and rebuff after another in an apparent endeavour to get rid of this Moose Jaw citizens' station. These culminated finally in a very determined effort to get rid of us last October. At the suggestion of a member of the Commission we had reduced our application for power to 100 Watts and agreed to instal new equipment on the understanding that we would be appointed basic commission station for the Moose Jaw area. Without our knowledge in prejudice to our interests and without giving us an opportunity to object, a thousand watt licence was granted to Jas. Richardson & Sons for a transmitter at Belle Plaine, after telling us there would be no more licences over 100 watts granted and without giving us the first station in Moose Jaw, any opportunity to increase our power to 1000 Watts.

May we say here that we have had nothing but the most friendly relations with Mr. Jas. Richardson and the best of good feeling toward him but at that time we were informed on good authority that his radio department, which has since been verified, fully intended moving their Main studio of C.J.R.N. to Regina, thus giving Regina three stations with two full time channels and Moose Jaw left with one small 100 Watt station and no opportunity for that station to get a higher power, because C.J.R.M. was still to be technically listed as a Moose Jaw station.



We decided then to commercialize. Prior to that we had taken no commercial programs whatever in deference to the wishes of the Richardson radio authorities. The news that our Association was going to be reorganized into a joint stock company to carry on as a commercial enterprise, had just time to reach the East when all commission programs were abruptly refused us without any notice, and we were informed we must immediately instal some \$8,000 of new equipment.

We felt there was no use struggling further and went off the air November 11th, 1933. So marked was the reaction by the public against us ceasing broadcasting that we returned to the air again on December 17th, 1933. Now gentlemen, I made this statement: anyone living in Saskatchewan, getting the Regina newspapers, will know that when we went off the air the news appeared in large inch stream headlines across the top front page of one paper, and in even more prominent red type on the top front page of another paper, and protests from the city and rural sections were very very considerable. Since that, we have carried on since under great difficulties, deprived of the right to broadcast Commission programs, the Belle Plaine station originating the regular weekly commission feature from Moose Jaw, although our equipment for such work is superior to theirs and finally to cap the climax a few days ago the Commission refused us the right to broadcast records after 5.30 P.M., *the only station in Saskatchewan*, so far as we can find, who have been restricted in the use of recordings.

We would also like the opportunity to show that we have always tried to co-operate to the fullest extent both with the Commission and the Richardson station.

Now, this matter of records, gentlemen, may not be readily understood by the committee. To a station like CFRB in Toronto, such a requirement would be perfectly logical, but for a station in a city of 20,000 people deprived of all opportunities to take commission programs—I should not say all, I will amend that later—deprived of opportunities of taking regular commission programs, and having, as the commission well knew, gentlemen, in the city of Moose Jaw, a recording library, a private recording library, one of the best on the North American continent. That being so, we were in a position to broadcast the finest music obtainable, and we were broadcasting from that private recording. We have had for years a remote control line from the home of A. J. Wickens, K.C., who has that collection, and it was not jazz music; it was not the ordinary common trash, you might call it, it was the very finest music obtainable. And this, gentlemen, is cut out, according to the edict of the commission, and we are not permitted to put on any recordings; although when I came to Ottawa last night, I went up to renew acquaintances with CRCO and I found they were broadcasting records around 5.40 last night. CKCO has no restriction on their use of recordings. If it is the desire of the committee, we would appreciate the opportunity of going through our files with you to show more thoroughly the difficulties placed in our way, and the discrimination against the station. That could only be revealed, gentlemen, by an examination of our files with the commission, because it is too long a matter for me to start talking about here.

In reply to a resolution from the Moose Jaw Women's Musical Society, protesting against the decision of the Commission, not to permit us the privilege of Commission programs, Mr. Charlesworth himself wrote as follows: "I have your letter of November 21st, with reference to station CHAB and may say that nothing this Commission has done has in any way caused the closing of this station."

If the Commission did nothing then who did, and why? We submit that the citizens of Moose Jaw are entitled to an answer in fairness to all concerned and action which will prevent the future recurrence of such discrimination.

## SUGGESTION

In conclusion we wish to urge that the Radio Broadcasting Act be changed.

(1) to place control of all technical matters pertaining to Radio such as allocation of wavelengths, elimination of interference, in the hands of one authority either the Department of Marine or the Canadian Radio Commission, not a division of authority as at present.

(2) To strike out all provisions relative to National Broadcasting as distinguished from Control and Supervision, to the intent that the Commission shall not directly or indirectly operate stations in future, so long as reasonably good service is given by the privately owned stations.

(3) To give the commission power to deal with stations more reasonably and with less adherence to arbitrary rules which cannot apply equally and equitably in all parts of the Dominion.

(4) To ensure that all radio stations be treated fairly and without discrimination.

(5) That as a protection both to the general public and station owners, we urge particularly that a clause be added to the Act, providing for publication of a notice in the Canada Gazette, at least 30 days before the granting of any new licence for a broadcasting station or any change in wavelength or power of any existing station, such notice to contain the name of the applicant, the purpose of the station, the contemplated wavelength and power, and such other information as may be deemed advisable. This would give the citizens of a community, station owners affected, and others interested, an opportunity to be heard before action is taken and thus remove any cause for criticism later.

(6) The radio is primarily a medium for public entertainments and service. If a station owner ceases to serve the community in respect of which he holds his licence, he should either be required to serve that community or surrender his licence. Where the Government, through its Commission or Department of Marine grants a licence, they should have in view the good of the community, not the furtherance of a private broadcasters interests at the expense of the taxpayer. Public opinion in the area affected to guide in this respect.

(7) That any changes in the act be towards simplifying and not complicating its operation.

I made the statement that we were refused commission programs. That gentlemen, is not quite correct. On April 22nd we are taking two commission programs, one the Moose Jaw Philharmonic Society from Zion Church, Moose Jaw, and the other the Moose Jaw Legion Band, from the dining room of the Grant hotel. Neither of these pick-ups can be made with the equipment of the other station.

The CHAIRMAN: Are there any questions, gentlemen?

*By Mr. Gagnon:*

Q. If the Commission should build a high-powered station in western Canada, would that remedy the situation?—A. No, positively not.

*By the Chairman:*

Q. Would you elaborate that a bit. Why would it not?—A. Because the trouble they are getting into now is there is no choice of programs. If they built a large high-powered station in the province of Saskatchewan or raised the power of CKY, Winnipeg, all national broadcasting or, I should not say all, the majority, would naturally go through the high powered station. That would mean that the stations at other centres would have more difficulty in competition, and I do not believe as a matter of practical politics it would be possible with the small amount of advertising that would be available for years, for them to

compete with the high-powered Canadian stations if they cannot compete they will go off the air. If they go off the air, there will be no choice. If there is no choice, the people will tune in to the American stations or do as they have threatened, cease to pay their radio licences.

*By Mr. Gagnon:*

Q. Do I understand from your statement that if a high-powered station were erected it would prevent your station or others on the same power from operating?—A. Well, that is an opinion as to whether it would be possible. I do not say that we would be prevented from getting a licence, but I am speaking now—

Q. I put that question to you because when the committee sat in 1932 it was represented by some experts in broadcasting that the only way to give the proper coverage to western Canada was to build two or probably three high-powered stations in British Columbia, Saskatchewan, Alberta and Manitoba.—

A. They would undoubtedly give the coverage, sir, but I am speaking now from the other angle.

Q. In other words, you say the coverage would be given, but the programs which might be broadcast over those big stations would not be suitable to the general public in your district?—A. Well—there would not be the variety. For instance, if there is a program over the big stations to-night, which I do not like, I would immediately tune into an American station; I cannot have the choice of any other Canadian station.

*By the Chairman:*

Q. It is your conviction if there were one big station, the smaller stations could not exist?—A. That is my belief. Of course, as members of the committee refer to experts, gentlemen, I am not an expert; I am a lawyer by profession, but I am greatly interested in radio.

The CHAIRMAN: We won't hold it against you.

*By Mr. Gagnon:*

Q. You said in your memorandum that the people of your district would like to have a national program in a certain way. Now, would it not be possible to do that, even if a high-powered station is built in Saskatchewan, to have national programs broadcast over this high-powered station, and leave stations like yours to broadcast in the local community?—A. Well gentlemen, I do not think this local community idea would work out, practically. Take our own station. We asked the commission for a 1,200 wavelength, which they were good enough to give us. At that time, we could be heard in a reasonable area. They go and pile Saskatoon on top of us, and then Prince Albert, and now our area is very circumscribed. From the point of view of value to advertisers, it is not very good. The overhead is not so very much smaller, than the overhead of a 1,000 watt station.

*By the Chairman:*

Q. Do I get you aright in this respect? In order to maintain the small stations you have now in the west, it would be necessary to get some help from the commission?—A. I do not know. I think the less help from any commission the better, sir.

Q. Let us get back to Mr. Gagnon's question. If there were one large station broadcasting, over the Canadian National program, without advertising, your field would still be as it is to-day with respect to your commercial work?—A. Oh yes, if we had a high enough powered station.

Q. In other words you need a higher powered station?—A. Yes.



Q. That is what you need?—A. But I do not mean what is called a higher power station. The amount I mentioned here was a 1,000 watt station, which we think would give reasonable coverage.

Q. If you had a 1,000 watt station then you feel you could get enough commercial work to maintain your station at a level acceptable to the public?—A. And not too much competition.

*By Mr. Wright:*

Q. If all your stations in Saskatchewan were 1,000 watt stations, would they adequately cover the provinces?—A. That is a moot question. I think practically it would under all ordinary circumstances.

Q. Providing the commission were to build a high powered station in Saskatchewan and undertake commercial programs, would that interfere with the development of your own stations and others similarly situated?—A. I think so, yes.

Q. What is your judgment with regard to the commission doing commercial broadcasting?—A. I do not think they should do it.

*By Mr. Garland:*

Q. How do you think they can get revenue and carry on, if they do not do some of it? Have you any suggestion to offer in that regard?—A. Well—

Mr. AHEARN: Probably get it from Mr. Ross.

Mr. GARLAND: We could put on the hockey team and get it that way.

Mr. AHEARN: You might do that.

The WITNESS: If you are going to have national broadcasting—

*By Mr. Gagnon:*

Q. Do you agree that in the main the programs have been much improved since the commission came into operation?—A. They put on some very good programs. Of course, it is a matter of choice.

Q. You say in your memorandum only 10 per cent of the population listen?—A. Yes.

Q. Therefore, if 90 per cent never listen, how could they criticize program?—A. Well, I am not criticizing program.

Q. I only wanted your opinion.—A. The reason I made that 10 per cent, is from the reaction of the public that has come to our attention; and the reaction, general psychology out there is, here are these people trying to blanket out the American stations from us. Saskatoon has a good Anglo-Saxon background and they get rather up on their hind legs, and say we won't listen.

*By Mr. Garland:*

Q. Is their complaint due to the re-allocation of wavelengths, and a consequent blocking of some of the important stations?—A. That is most aggravating. It aggravates them most, I think.

*By Mr. Gagnon:*

Q. With respect to broadcasting of programs from England, I am informed that the commission would be very much in favour of it, but of course you realize that with only \$1,000,000 it is impossible to give the facilities that everybody would like to enjoy?—A. I believe, sir, if the commission is to continue giving programs they should at least be granted more money to do it. They are greatly handicapped in that way.

Q. I am pleased with that opinion of yours, because I sincerely believe it is impossible to improve the conditions in order to satisfy every province with only one million dollars to spend. The commission ought to have the full revenues from licence fees.

Mr. GARLAND: Hear, hear.

Mr. AHEARN: How much extra revenue would that be?

Mr. GAGNON: Almost \$2,000,000. Mr. Edwards can give you that information.

Mr. BEYNON: You mean a total of almost \$2,000,000?

Mr. GAGNON: Yes.

*By Mr. Beynon:*

Q. You made several references to the fact that your equipment was more suitable for certain things than that of CJRM. What is the trouble with the equipment of CJRM? What is the difference?—A. They are much in the position that we are. They did not want to spend any money until they knew where they were. When they opened up their new 1,000 watt station, they brought up their equipment from Fleming; they brought up their amplifying equipment from Winnipeg where their studio was. They had their studio in Winnipeg, but they broadcast from Fleming, Saskatchewan. They were supposed, I understand, to—I suppose asked by the commission, the same as we were required to put in new equipment, but they have not done so. They have this old amplifier and it is,—I do not know whether I have got the right term, but Col. Steel will correct me if I have not—the frequency level of this amplifier was not sufficient to meet the requirements of Mr. Stoven, the western regional director of programs. On the other hand, we ourselves installed an amplifier, which is of first class frequency.

*By Mr. Garland:*

Q. What is the top pitch, 15,000 or 10,000 kilocycles?—A. I cannot discuss learnedly with you on that.

Mr. BEYNON: Where did you get all this technical information?

The CHAIRMAN: Do not ask too many questions. You may not be able to stop him when he gets started.

The WITNESS: We have a better amplifier to take programs than CJRM. The way they do it is they use a portable amplifier, and have it amplified by the C.P.R. Telegraph in Moose Jaw. That procedure cannot be adapted, or at least not without considerable trouble in the various local stations in connection with those big broadcasts, so we are handling that.

*By Mr. Beynon:*

Q. The other day Col. Steel in his evidence was speaking of the trouble with CJRM in Bismarck. Col Steel said the trouble there is that since the commission started, Bismarck have increased their power five times. What do you say to that?—A. Gentlemen, with regard to that, I must say that was surprising to us, because we were not aware of it, and we took the trouble to write to KFYZ to find out, because we wanted to post ourselves, and this is the letter from P. J. Meyer, of the Meyer Broadcasting company:—

In your letter of March 24th, you say that Col. Steel, the technical member of the Canadian Radio Commission, is reported to have made the statement, that the reason for the interference between station CJRM and KFYZ, is because we had multiplied our power at least five times within seven months.

There must have been a misunderstanding somewhere. We increased our power approximately in November, 1930, from 500 watts day and night, to 1,000 watts at night and 2,500 watts in the daytime, and since that time no changes whatsoever have been made in our power, either in increase or decrease.

Q. So that your point is they have not increased that power since 1930?—  
A. Yes.

*By Mr. Garland:*

Q. What is the width of the band of KFYZ and CJRM?—A. Ten kilocycles.

*By Mr. Beynon:*

Q. With regard to that interference, Col. Steel told us when he was in Regina, he went to three different radio sets and was able to tune out Bismarek and select the two stations quite readily. Now, is that the experience there? How would you account for that, if there is any way of accounting for it. I know there has been objections.—A. On that particular night, I think I could have tuned CJRM and CJRW out myself. There would be no interference in reception. Col. Steel, I am informed,—I may have to stand corrected on this,—came up to Regina with Harry McLaughlin, the technical manager of James Richardson and Sons, and it is only natural to suppose, and it is possible to do so, that when Col. Steel was there, this station, CJRM would at least see that it did not interfere, and they would keep their modulation down accordingly.

Q. Can that be done?—A. Yes. I am telling you, gentlemen, that if you went unsuspectingly, when we were trying to cover the territory, you would not be able to tune KFYZ out.

*By Mr. Gagnon:*

Q. Do I understand from your statement that some other stations in Saskatchewan are interfering, if I may say so, without the knowledge of the commission? Is it possible that any station through its action may destroy or injure the reception of your station?—A. Not while—

Q. By creating interference from the stations?

Mr. GARLAND: I think you are confusing modulation with natural interference or some deliberate interference.

*By Mr. Beynon:*

Q. They do not stay on their power; they go off that?—A. Yes.

Q. They increase the modulation or reduce the modulation, whatever it is?—A. I may not even have the technical term right.

Q. In any event, the general situation is, you cannot tune them out when they are going full blast?—A. A great majority of stations. Sometimes we can, when they are off their wavelength, down to 535.

Q. Do they go off their wavelength?—A. Certainly they do.

Q. Are you enough of a technical man to know how they go off their wavelength?—A. No.

Mr. GARLAND: They slip off.

The CHAIRMAN: They wander off.

*By Mr. Wright:*

Q. Do not all the stations out there have a monitoring unit?—A. You mean crystal control? No, we have not got it.

*By Mr. Beynon:*

Q. Has CJRM?—A. No. The reason we have not got it is this, gentlemen, if I may make this clear. If we were sure of our tenure and could put up a reasonable proposition to our citizens, we would get all this equipment in pronto, but we cannot. We are not going to do it until we know whether we are going to be, either through indirect or direct methods, forced off the air within a year or so.



Q. Now, CJRM being situate between Moose Jaw and Regina, is it classed as a Moose Jaw station or a Regina station, or either?—A. I believe that the department classed it as a Moose Jaw station, Col. Steel said so in a letter to me. I notice in the evidence given before this committee, that Mr. Richardson had written in connection with this Dominion Broadcasters' Association.

Mr. BEYNON: Page 56.

The WITNESS:

I wish to advise you that no one has been clothed with authority to appear before the radio committee and represent our radio station in Winnipeg, or our radio station in Belle Plaine, Saskatchewan.

Now of course, that is one of the things that disturbed us. You understand, the Moose Jaw Radio Association is a Moose Jaw organization, and we naturally are anxious to advance the interest of our city on the air. CJRM is a grain station. That is not criticism. We are not in any way criticizing James Richardson and Sons, for we have had the most friendly relations with them, and I hope they will continue. They have never shown themselves particularly interested in the development of radio from the Moose Jaw point of view.

*By Mr. Garland:*

Q. You say the fact is there was discrimination in favour of James Richardson and Sons by the commission as against your station?—A. I would not like to say that, sir, because I do not know.

*By the Chairman:*

Q. When they are announcing, do they announce it as Moose Jaw?—A. Moose Jaw. But you see they say our radio station is in Winnipeg. Now, the radio station is not at Winnipeg, it is at Middlechurch. This is, the transmitter is there, the same as the transmitter of Moose Jaw is at Belle Plaine.

Q. How far away is Belle Plaine?—A. About 16 to 18 miles.

Mr. BEYNON: Eighteen miles.

Mr. GARLAND: Just before the committee rises, I should like to say this. I think the witness will be willing to admit, and I can agree with him in this, that whilst there have been a number of complaints, and very real complaints that have come from cities in Saskatchewan—Regina is complaining almost as much as Moose Jaw—such as Regina and Saskatchewan with respect to the allocation of wavelengths, the same measure of complaint has not been secured from the country districts?—A. No, absolutely no. Those letters will show that.

Mr. BEYNON: Will show what?

The WITNESS: The complaint is from the rural districts as well as the cities.

*By Mr. Garland:*

Q. In that case, I have to submit the fact that the Board of Trade in Saskatoon sent out 65 letters to 65 representative citizens of 65 towns in Saskatchewan and received the large number of forty-eight replies from them. To the question: "Do you like Canadian Radio Commission programs?" thirty-eight replied Yes and ten replied No. To the question: "Do you spend more time with Canadian stations now than you did before the Commission functioned?" thirty-six replied Yes and twelve replied No?—A. That is not our experience, sir.

Q. There you are. This is from the Board of Trade of Saskatoon and they wrote to people of a type that they could rely on?—A. When was that written?

Q. Not long ago. The report came on March 21st. It was evidently written some time earlier?—A. That is another answer to it. I am not trying

to choke down the Moose Jaw Radio Association's opinion. If you read my letters you will notice some few of them that way, and you will also notice the rest of them. I would also like to suggest to the committee that they might be interested in glancing over the replies to a questionnaire we sent out last year.

Mr. BEYNON: Had we not better adjourn, Mr. Chairman; it is 1 o'clock.

The Committee adjourned to meet at 4 o'clock p.m.

The Committee resumed at 4 o'clock p.m.

Mr. BUCHANAN, recalled.

The CHAIRMAN: Gentlemen, we have a quorum present. When we adjourned Mr. Buchanan was answering some questions. Does any member of the committee wish to examine him further.

*By Mr. Beynon:*

Q. Mr. Buchanan, before lunch we were discussing the question of the satisfaction or dissatisfaction that was expressed in the west with the radio situation as it is, and we had dealt with the question of wavelength. Now, is there any other dissatisfaction outside of wavelength?—A. Oh, yes, there is, Mr. Beynon.

Q. What are the principle causes of dissatisfaction outside of wavelength? What would be next after that?—A. Well, that is hard to answer. Those letters that I filed this morning, gentlemen, will bring out another cause of dissatisfaction. There is no use beating about the bush, gentlemen; it is the French situation.

Q. That is the use of the French language?—A. Yes.

Q. Is that a big cause of complaint?—A. Yes, it is.

Mr. AHEARN: Why is it the cause of complaint. This is a bilingual country.

Mr. BEYNON: I do not suppose the witness will know why the people object, but he thinks they do.

The WITNESS: That is what I am trying to say.

Mr. GAGNON: Why is he not giving his reasons?

The WITNESS: I have no reasons. It is not my opinion, gentlemen, that I am expressing in this.

Mr. BEYNON: In fact, I think Mr. Buchanan wrote a letter to the Commission of appreciation of the French programs?

Mr. AHEARN: Is it not a fact, Mr. Chairman, that a great deal of complaint is that many people who use French over the air do not know how to speak French?

The WITNESS: That is true.

Mr. AHEARN: If you would send a real Frenchman out there you might get away from that complaint.

Mr. BEYNON: I do not think that is the complaint, the objection; they do not know whether it is good French or bad.

Mr. GARLAND: If there is anything to the point raised it is that they talk too much as announcers. I do not know whether it is because of the fatal fluency of the French tongue or not, but as announcers they do seem to talk an awful lot.

*By Mr. Beynon:*

Q. Now, you spoke, Mr. Buchanan, about CJRM taking part of the Commission's program and then coming along in the middle of it with commercial

programs. Do you mean they will carry part of the Commission's program and then when they have a commercial program available they will cut in with that in the middle and cut out to the Commission?—A. Yes.

Q. Then a listener who is listening in to that Commission program and wants to continue to do so must be deprived of the rest of that program; he has to drop it right there?—A. Yes. Here is a case in point. Please understand me; I am not criticizing—but a case in point of that is the opera hour that used to run on Saturdays. I think, perhaps, it is still running. You tune into that and all of a sudden it will be switched off quickly and you will get the grain prices. When you finish with the grain prices they will switch back to the opera and they will do that a couple or three times during the program.

*By the Chairman:*

Q. They put the advertising in the middle?—A. What I have reference to is their habit of putting through their grain, stock and bond quotations.

Q. Is it that whenever they think everybody is listening to the opera that is a good time?—A. No. I do not think that is the idea. They have regular times to do that, and while they will carry the opera hour, if it interferes with their broadcasting—

MR. BEYNON: I do not think there is any question of James Richardson & Sons trying to utilize the Commission's programs for their own pursuits. I do not think they are playing unfairly. They have a certain policy that they follow, and they have given pretty good service to the city of Moose Jaw. There is no complaint about them. There is no feeling of antagonism to James Richardson & Sons.

THE WITNESS: No.

MR. BEYNON: It is not the feeling that they are not playing the game, or anything like that; it is the situation.

*By Mr. Beynon:*

Q. Now, during this morning's hearing, Mr. Buchanan, you referred to cases of discrimination on the part of the Commission as against your station. Now, that was just an unsupported statement. I would like to have some instances of that?—A. Well, gentlemen, I can give you instances. They are contained in this file. It will be quite voluminous.

THE CHAIRMAN: Give us some specific instances which you have in mind.

MR. BEYNON: Yes, two or three outstanding instances.

THE WITNESS: Well, for instance, a little while ago, or, rather, when we went off the air, the Commission told us that the reason they could not grant us programs was because they would not permit of simultaneous broadcasting, that is, broadcasting of two stations of one program in one area. After we went off—

*By Mr. Beynon:*

Q. Have you a letter telling you that?—A. Yes, I have.

Q. Just read that letter to us and we will see what it says?—A. I wrote and asked them if it would not be possible to take some of the programs and not others. I got a letter from Colonel Steel on December 19:—

The question of simultaneous broadcasting is not one which can be settled by the wishes of any percentage of the people in Moose Jaw.

Q. What brought forth that remark?—A. I had said that the people of Moose Jaw wanted us to have some of those programs, not all of them, and I said I thought we could arrange it so that there would not be anything obnoxious to the public. The reason we wanted them was because we had



been suddenly cut off from the programs. I am not sure of this figure, but we had taken about fifty hours a week—no, it could not be that much. Anyway, we were taking many hours a week. We were taking all we could.

Q. Of the Commission's programs?—A. Yes.

Q. And you were suddenly cut off?—A. Yes, we were suddenly cut off. But we felt without some Commission programs that it would be very hard for us to function.

The CHAIRMAN: That is, there was a demand for the Commission programs in your area.

The WITNESS: No. That was not the reason. It is not good broadcasting to go off the air at 7 o'clock and come on at 7.30. If we had a program from 6.30 to 7 and we could not arrange a program, say, until 7.30, it would not be good business to go off between 7 and 7.30. It might be better to put on recordings. That was our idea. I wrote Colonel Steel himself at the time.

Q. I should not have interrupted you in the middle of that letter?—A. I told him that I thought—anyway, I told Colonel Steel that the public wanted us to have this.

The question of simultaneous broadcasting is not one which can be settled by the wishes of the people of Moose Jaw. This is a matter which must be a general principle with the Commission, as it must apply equally in all sections of Canada. We have had this question brought home to us so strongly that we cannot under any circumstances agree to simultaneous broadcasts of Commission programs, either in Moose Jaw or in any other section, except where it is essential due to the separation of the stations and the necessity to serve areas or centres of population which neither station alone can reach. This you will admit is not the situation at Moose Jaw.

Now, the discrimination is this. You see it from my letter.

Q. You replied to that?—A. Yes.

Q. And this is your reply you are reading from, is it?—A. Yes, I am reading it in part, because the first part does not refer to the matter:—

Replying to the second paragraph of your letter, we are sorry that you feel the question of simultaneous broadcasting of Commission programs is not one which can be settled by the wishes of any percentage of the people in Moose Jaw, but that it is a matter which must be a general principle with the Commission applying equally in all sections of Canada. Following through this paragraph of your letter, in the latter part thereof, you state that you cannot permit the simultaneous broadcasting of Commission programs "either in Moose Jaw or in any other section except where it is essentially due to the separation of the stations and the necessity to serve some area in centres of population which neither station alone can reach".

Now, this is the paragraph I wish you would note:—

Whether you are dealing with the situation in southern Saskatchewan on general principles or as a local situation, we submit again that we are entitled by your own treatment of the other stations to broadcast Commission programs simultaneously. The transmitter of CJRM at Belle Plaine is 17 miles from Moose Jaw and about 23 miles from Regina, a difference of only 6 miles further from Regina than from Moose Jaw. CJRM is reputedly a thousand Watt station and broadcasts your programs without remuneration.

There had been a previous letter and it had been reported that CK were getting remuneration for this, and I wanted to find out.

You refuse our station of 100 Watts permission to broadcast your programs simultaneously and yet you not only permit the Regina stations of 500 Watts power to broadcast your programs simultaneously with CJRM, but pay them for doing so. This, we think, you will have to admit, is not in accordance with your general principle but is undoubtedly in accordance with the wishes of a great percentage of the people of Regina. Why, therefore, should not the wishes of the people of Moose Jaw and southern Saskatchewan be considered as much in our case as in the case of the Regina stations? Whatever academic argument may be brought forward, there is no question but in actual fact there is as much simultaneous broadcasting of your programs as between CJRM at Belle Plaine and the Regina stations as there possibly could be as between our station and CJRM.

Now, gentlemen, if the Regina stations could be cut off we could have had no kick. They were not.

Q. Did you get any reply to that letter?—A. No.

*By the Chairman:*

Q. You made your application based upon the fact that the people wanted that particular program, not upon the fact that you wanted it to fill in at certain times?—A. Wait. We will get the exact wording. I forget what I did say.

Q. I can understand, inasmuch as people were getting those programs from another station, based upon that view the Commission probably would feel they were giving them anyway?—A. You see this letter I wrote asking for these programs. In order to get a picture you have to go pretty far back. When we got the news that we could not broadcast Commission programs and we had to put in this equipment, we went off the air. Then there was a demand for our return and we started negotiations with the Commission with the end in view of trying to work out some plan that would permit us to go back on the air with some degree of success:

Replying to your letter of the 7th inst.

In answer to the first paragraph of your letter, we left the air on November 11th last and have not broadcast since although we have been originating a Commission program from our studios each week. At the time we ceased broadcasting we felt that the ukase of the Commission left us no alternative but to cease broadcasting. The public demand for our return to the air, however, was so great that we commenced negotiations with the Commission (as witness our letters of November 20th and December 1st) with this end in view. Before returning, however, we had hoped to come to an arrangement with the Commission and receive assurances from them which would give us a reasonable chance to compete with other stations and at the same time be agreeable to all concerned. We are still in the process of negotiation, but in view of your letter we have decided to return to the air next Sunday, believing the public will put up with our necessarily much abbreviated program schedule until a reasonable agreement between the Commission and ourselves can be worked out.

Answering the second paragraph of your letter, the public have repeatedly requested of you that we be given the privilege of broadcasting Commission programs and we feel they would approve a certain amount of simultaneous broadcasting of same under existing circumstances and we would again urge that we be permitted to do so, realizing, of course, that the final decision rests with the Commission. It is not our desire to rob CJRM of any of your programs but last week there were approximately seven hours of Commission programs which they did not broad-

cast, notably in part from noon to 3 p.m., Sunday afternoon, M.S.T. We would be glad to take as many of such programs as we could, receiving payment for same on the same basis as CJRM, taking into consideration, of course, our difference in actual power.

Replying to the third paragraph of your letter, we have never known, and we do not know yet, where we are at with the Commission. Until we do we feel we should not be asked by you to obligate ourselves to spend large sums of money...

*By Mr. Beynon:*

Q. You are asking there to take such Commission programs as CJRM was not carrying?—A. Yes.

Q. You did not get them?—A. No.

*By Mr. Garland:*

Q. Is that the case? Was it the programs that CJRM were carrying that you wanted to pick up?—A. No. That is what we wanted first. You understand, what we were trying to do was to get sufficient programs to make up a decent schedule, but it was our intention that we might possibly soon work out a plan whereby we would not need to take those programs. We did not know. We were still groping in the dark.

Q. Having failed to secure agreement for a pick-up of the same program you proposed you should pick up what programs they were not taking?—A. Yes.

*By Mr. Beynon:*

Q. Your grievance, in the first instance, is that your station was only six miles further away than CJ and the Regina stations, and the other stations being 50 as against 500, yet they were allowed to broadcast simultaneously and you were not?—A. Exactly.

Q. The second point was you applied for those programs that James Richardson & Son were not carrying, and you were not allowed to carry them?—A. I might qualify that a little bit. In fairness to the Commission, they let us have a program at Christmas. The Christmas program which was broadcast simultaneously by these stations—and there was also a circular that came from the Commission about a program from the Boston Symphony Orchestra, and we applied for it and we got it. We applied by wire and we got that. Then we wrote suggesting that the Commission might give us any programs that CJRM would not take, and any program such as the Boston Symphony Orchestra—

Q. Did CJRM carry the Boston Symphony Orchestra?—A. No.

Q. All right.—A. And we got a reply stating it would be necessary to apply for each program separately. That is to wire, I presume; and we were not fussy about that because we were not flush with wealth, and we thought that any reasonable arrangement would have to have more or less a blanket meaning.

Q. Well you had a complaint around there some time ago, your station having applied for a symphony orchestra program that CJRM was not carrying?—A. That is another program. That is the New York Philharmonic program. That was Sunday afternoon.

Q. What happened about that? I have forgotten what the complaint was?—A. Well, CJ was not carrying it. They had the commercial spot on at that time and they did not carry it. You see at this time—we have always been trying to work in with the Commission and so often when we thought we were getting along with them very nicely they would turn us up and apply the rod.

Q. Spank you, as it were?—A. Yes. For instance, when Colonel Steel came west I had some very nice correspondence with Mr. Charlesworth, and we were



going to try to find some means of co-operating with the Commission again. So, this New York Philharmonic program, which came on Sunday afternoon, and CJ had not been broadcasting it—

Q. They had not been broadcasting it?—A. No. So, we wired the Commission on March 2nd:—

Reference Colonel Steel's letter February 23 stop Hereby make application for New York Philharmonic orchestra program not carried by James Richardson station here each Sunday commencing March fourth stop Please wire reply today if possible stop Thanks stop.

We got a reply from the Commission:—

Number 330 stop Our records here show CJRM taking Sunday afternoon programs have checked with Winnipeg and find this correct regret unable feed you also.

Well, that made me mad, because we knew darn well that the Philharmonic was not going over CJ. So we sat in and listened the next Sunday to see what was going to happen, and then we sat down and wrote the Commission.

Q. What date is that letter?—A. March 4th.

Q. What day of the week was that?—A. That was on a Sunday. I banged that out on a typewriter myself.

Q. I am not finding fault with you for writing letters on Sunday?—A. The letter reads:—

We acknowledge receipt of your wire of March 3, reading as follows: "Number 330 stop our records here show CJRM taking Sunday afternoon programs. Have checked with Winnipeg and find this correct. Regret unable feed you also." This was in reply to our wire to you of March 2nd reading as follows: "Reference Colonel Steel's letter February 23 stop Hereby make application for New York Philharmonic orchestra program not carried by James Richardson station here each Sunday commencing March 4th stop. Please wire reply today if possible stop Thanks stop."

We thank you for your attention and courtesy in this matter, quite realizing that under your rulings, if CJRM were taking the New York Philharmonic Orchestra on Sunday afternoons you would have to refuse to feed it to us at the same time. To our certain knowledge, however, CJRM has never in the past broadcast the New York Philharmonic program Sunday afternoon. They do not appear on the Commission's schedule as taking this program.

I carefully monitored CJRM between 12.15 P.M. and 3 P.M. M.S.T. this afternoon...

That is the time of the program there. That does not only include the Philharmonic; that includes a period from the time the Commission program starts on Sunday from 12.15 to 1 which is still taken up by the Army and Navy program.

...this afternoon and the whole period was taken up by the program on the Army and Navy department stores of Regina whose announcer mentioned several times over the air that he had been advised Friday afternoon last by James Richardson & Sons' local broadcasting officials that his program must give way to the Canadian Radio Commission coming at the same time in future, and that this would be the last Army and Navy program.

The present instance, as you know, is by no means the first time the Richardson station here has neglected or refused to serve the public of Moose Jaw and southern Saskatchewan until CHAB either commenced

or offered to give the particular service. On these occasions CJRM has promptly entered the lists to take it away from this station. Such action on their part, of course, has progressively increased our popularity with the general public, but we do not care to feed on the unpopularity of CJRM, especially when we sincerely believe that Mr. Richardson himself has no idea of the true local situation.

Again, let me repeat that any difficulties we have had are not of the making of James Richardson himself, I am quite confident.

We have kept our own council and our attitude has always been friendly toward our neighbour even in the face of many attacks made by them on us.

We feel that the time has come that both Mr. Richardson and the Commission should be informed concerning many phases of the local situation which has apparently not hitherto been called to their attention. We are, consequently, writing Mr. Richardson direct and inclosing copy of this letter. We have made suggestions at various times towards co-operation to departmental heads of James Richardson & Sons, limited, which we are confident never reached Mr. Richardson in view of the cavalier treatment they received.

Q. Now, you wired to them on a Friday, and then James Richardson did not carry the program that Sunday?—A. No.

Q. Did they carry it the following Sunday?—A. Yes.

Q. And what happened the Army and Navy program?—A. They put it on in front and behind. They put in on between 12.15 and 1, and also I think they cut out the vesper hour. I am not sure.

Q. Did the Army and Navy still cover part of the Commission's programs?—A. Yes.

Q. So that while they took this particular program—the Philharmonic orchestra from New York—that left them without taking some of the other Commission programs?—A. Yes. I do not make that statement of my own knowledge, gentlemen, because I do not know, but I believe that to be true.

Q. Previously they had been leaving out the Philharmonic and taking the other part of the Commission program, or a part of it?—A. They had been taking the program subsequent to 3 o'clock.

Q. But up to 3 o'clock they had been broadcasting the Army and Navy?—A. Yes.

Q. You felt that this movement was made simply because you had offered to take this program?—A. No question about it.

*By the Chairman:*

Q. I suppose, as far as the Commission was concerned, they believed all the time that that was being broadcast, and when they checked up, the Winnipeg station immediately got on the heels of the Belle Plaine station?—A. I do not know about that, gentlemen.

Q. It is a supposition?—A. I do know this. In the schedules of the Commission for weeks and weeks and, in fact, for months before that CJ did not appear as taking that.

*By Mr. Beynon:*

Q. The commission must have known?—A. I got a very nice letter from Col. Steel in reply to that. I just want to state what he said in reply. I want to state facts only. He says in reply:—

This will acknowledge your letter of March 8, and the maps which you were good enough to send covering your station and the area about Moose Jaw.

That is not the one. This is the one I had reference to, dated March 19, 1934.

We note that you have written to Mr. James Richardson, and we will await his reply before commenting further on the matter. Thank you very much for forwarding this information to us.

Q. Have you any further correspondence on that?—A. No.

Q. Just awaiting Richardson's reaction?—A. Patiently waiting.

*By Mr. Garland:*

Q. Do I gather then that the chief cause of complaint in this case is that it was first on the ground; it did the pioneer spade work in radio-broadcasting in that district, and felt that it had a just right to expect that it would be given the most favourable consideration when the commission came into existence?—A. Mr. Garland, favourable consideration, yes.

*By Mr. Beynon:*

Q. You would not say "most" favourable?—A. No.

*By Mr. Garland:*

Q. You felt, when they granted certain rights to CJRM, which they had refused you, you had been discriminated against in the matter? That, I gather, is the substance of your complaint?—A. State that again, Mr. Garland.

Q. When you found subsequently that they had granted to CJRM certain rights and privileges that they did not concede to your station, you felt you had been discriminated against?—A. Well, yes, especially when we had never—for instance, here again I cannot make any statement absolute. You will have to go to the files here, to get a true picture. For instance, last summer a situation cropped up which—

Q. It was a matter of correspondence between yourself and the commission?—A. Yes. I should like to deliver this file to the committee, if they want to go through it they will get some interesting information.

Q. Did the commission raise the question to you about your power? The point I am getting at is this: Was it ever proposed to your station by the commission that if you would raise your power to the required extent and put in the specified equipment, you might receive the treatment you had hoped for?—A. No.

Q. That was never said?—A. No; we were told we could not get more than 100 watts.

Q. What is the chief reason?—A. As I say, I want to be correct about this. It was intimated to us that that would be the commission's desire. First of all, in the spring we were told we could not—

Q. Told you could not what?—A. Told we could not raise our power beyond 100 watts. Then, in the summer it was suggested unofficially to us, that it would assist the commission if we would make our application for 100 watts power, and instal new factory built equipment, offer to do Mr. Richardson's broadcasting for him. We agreed to that. We said, we will do that if we can get a basic station appointed for the Moose Jaw area, which would help us to finance the purchase of this equipment.

Q. You were willing to do that?—A. Yes. Then, we applied with that assumption.

Q. You applied for 100 watt station?—A. Originally for five.

*By the Chairman:*

Q. 500?—A. This is one thing, gentlemen, I must explain, that we have danced around quite a bit here, from one thing to another; but it is because



we have not known the situation, things have been done without our knowledge, without us knowing where we are largely, and we have had to adjust ourselves to what happened.

Q. Let me try to get this straight. What time did the Richardson station come in; what time of the year did it come into Belle Plaine?—A. In October, I think.

Q. Last October?—A. Yes.

Q. They have 100 watt there, have they?—A. No.

Mr. BEYNON: Col. Steel said 500 watt.

Mr. GARLAND: It was first a 1,000 watt one, was it not?

The CHAIRMAN: Prior.

Mr. BEYNON: 1,000 watt on the old, 500 on the new.

*By the Chairman:*

Q. Prior to that, did you make application for a 500 watt station?—A. Yes.

Q. And were you prepared to give the service Richardson's are giving now?—A. Yes. Early in the spring when we made that application for 500 watts, we were quite confident we could do that; and those rules and regulations began to be fired at us in such volume we began to doubt whether we could raise the money, whether we could spend the money and get the business necessary to keep it up.

Q. So that by the time Belle Plaine was brought in, you were not convinced that you could handle a 500 watt station; you were not in a financial condition to carry on the kind of work that Richardson is doing. Am I right in that?—

A. No. It is a difficult picture to present because of the changing situation.

Q. Will you tell me just why the Richardson station came in there; why do you think it went in there?—A. I think it went in there, gentlemen,—now gentlemen, perhaps I should not say what I think.

Q. You do not have to, unless you want to.—A. The impression out there is that it was going to be the commission's basic station; it would be leased by the commission.

*By Mr. Garland:*

Q. That does not quite explain it, especially when there was a station of such long standing there. There must have been some other reason why they did not take your station in preference to it?—A. That is what we want to know gentlemen, what was the reason.

Q. What is your opinion?

Mr. AHEARN: What is the use of asking for opinion?

*By Mr. Garland:*

Q. Were you able to offer the service?—A. We could have.

Q. Were you prepared to?—A. We would have been prepared to finance it if we could have put a proposition before our people.

Q. You believe you could have financed it?—A. Yes.

Q. You had no guarantee to that effect. You were not able to supply the commission with any guarantee?—A. We were never asked.

Q. What is the daylight coverage of your station at the present time?—A. Normally, we get out west of Swift Current.

Q. How many miles by radio?—A. Normally about 80 to 100, I think.

Q. You do not get into Regina?—A. Yes.

Q. Regina gets into you quite normally?—A. In daylight, yes.

Q. You were getting the commission services over the Regina station?—A. But Regina was at night—no, we were not.

Q. In the day time?—A. In the day time we were.

Q. You were not at night?—A. No.

*By the Chairman:*

Q. Is the coverage greater by day than by night?—A. Yes it is, and the reason for that is interference by American stations, higher power.

*By Mr. Garland:*

Q. You say you cannot get Regina service at night?—A. Not consistently, no, always a bad heterodyne. I think they have difficulty in getting us at night too.

The CHAIRMAN: Are there any further questions?

The WITNESS: In view of what Mr. Garland has said, in respect to the Saskatoon Board of Trade questionnaire, I think it is more necessary that a complete statement of opinion be received from the west. Gentlemen, we know that in southern Saskatchewan at least there is great dissatisfaction with the commission. As I said before, I am not criticizing the personnel of the commission. It may be that nobody else could have done any differently. There is dissatisfaction, great dissatisfaction. The members of the commission have repeatedly made the statement to me that it is their desire to do what the people wish. I have told you what the people of Saskatchewan, or southern Saskatchewan wish, to the best of my ability. If you desire any further confirmation of what I have said, I would like to suggest that you send a questionnaire to every listener in Saskatchewan, and then you will get proof positive. The people of Saskatchewan are looking to this parliamentary committee to clear this matter up. I am sure you will do it, from the attention that has been paid to what I have said, and after the long-winded discourse I have given and the perorations I have given about our own difficulty. I know that it will get the attention it should, and I want to thank you gentlemen for the consideration given to the matters I have brought up and if there is any information you desire and I can assist you in it, do not hesitate to call upon me. I shall be in Ottawa a few days, and if there is any further information I can give, or anything I can do, please let me know.

Mr. BEYNON: Mr. Chairman, before Mr. Buchanan leaves here I would like to hear from the commission members on those very points, so that we can have some of these matters thrashed out. I know there is the commission's side to this story too.

The WITNESS: Certainly.

*By Mr. McKenzie:*

Q. Before you discharge Mr. Buchanan, I should like him to explain the clause near the bottom of page 4 of the memorandum which he submitted, and where he deals with complaints. You say Mr. Buchanan, that these complaints have arisen since the Radio Broadcasting Act has been put into force, and you say you are not blaming the commission for it. Where would you place the blame?—A. Well, I do not know. It may have come under the international agreements, may have had difficulties with other countries.

Mr. BEYNON: He is asking us to find out who is to blame.

The WITNESS: Yes.

*By Mr. McKenzie:*

Q. You did make some comment when you were reading that clause? I believe you made a comment something to the effect that the commission could not operate part of the system without having complete control, or something

to that effect. Is it your opinion that the commission should have complete control of all broadcasting, or, at least, under the ownership of the government?

—A. No, I certainly do not.

Q. You do not?—A. No.

*By the Chairman:*

Q. That is not your own opinion; that is the opinion you had.—A. I was never asked my own personal opinion.

*By Mr. McKenzie:*

Q. You made some comment when you read that clause. I was just wondering whether you were favourable to it or not?—A. No.

*By Mr. Wright:*

Q. What would be your method, if that policy was not pursued, control and supervision. I think myself, that was a fairly reasonable proposition to put up to the commission.—A. Absolutely.

Q. Large sections of Canada, I think, object to the fact of the commissioner broadcasting. What is your objection to the control and supervision aspect?—A. I have no objection to control and supervision; I think it is desirable and necessary. Your principal objection is, when the commission was set up, one of its duties was to co-operate with existing stations and make them as effective as possible?—A. No.

Q. You have had very little co-operation from the commission?—A. Under the Radio Broadcasting Act there is warrant for the commission supposing that they will ultimately be the only broadcasting unit in Canada, that their stations will be the only broadcasting stations in Canada. They have reason for that belief. When the question came up before there was a parliamentary inquiry, and this is not a criticism of the parliamentary inquiry of that day; but public opinion had not then become articulate. There were a few people like Mr. Spry, who had views on the subject, but it is doubtful if they represent the real opinion of the people of Canada. Now, this committee is meeting and will want to get that opinion. What we say is the commission's action towards us was with a view, must have been with the view of eventually taking over all stations. If they had said to us, here are so many dollars, you get out of here, we are going to take over your station and we are going to dismantle it, we would drop the thing and go, because that would be pursuing the course. But they have subjected us to a lot of annoyances, you might say, and it is that sort of thing that has bothered us.

Mr. GARLAND: To what extent, if any, is the commission subsidizing CJRM?—A. I do not know.

*By the Chairman:*

Q. Can you tell us, Mr. Buchanan, if the people of Saskatchewan appreciate or like the programs coming from trans-Canada and the western division at the present time?—A. Well, of course opinion is pretty, well—I would discount a lot of the opinion that is expressed on that, because the people are pretty sore at the commission, and they probably would not give them just credit.

Q. Is it your belief the people of Saskatchewan would rather hear the American programs than the Canadian programs?—A. Not on an equal basis, I do not think so. I think if they were given a chance of reasonably good programs, they would certainly take the Canadian programs.



Q. Prior to this commission being set up, how many Canadian programs outside of your local programs was Saskatchewan getting?—A. We had the C.P. and C.N. chains operating at that time, and they put on a program of an exceptionally high calibre. We had the Canadian Industries with a program, and a few other sponsored features; and either one of those trans-Canada programs was exceptionally well thought of.

Q. Is it because the commission has been established that you do not get these now? Would you be getting these now if the commission were not established?—A. I do not know; I should think so; I think we would.

Q. There is nothing to prohibit or stop the Canadian Industries or the C.P.R. or the C.N.R. from putting over a trans-Canada program at the present time?—A. Well, of course there are the rules of the commission. I do not know whether they have ever applied for permission to do so or not. Under the rules, they cannot have a chain hook-up without sanction from the commission.

Mr. BEYNON: They have taken over the C.N.R. broadcasting system.

The CHAIRMAN: Was not that abandoned prior to that?

Mr. BEYNON: Not until after the commission came into existence.

*By Mr. Wright:*

Q. No station could put on a chain broadcast without the permission of the commission. Have you found the rules and regulations embarrassing to operate under? Are they clear and definite so that you could go ahead and map out your program without interference?—A. I think—

The CHAIRMAN: Too clear, sometimes.

The WITNESS: I think if they were a little more liberally interpreted it would be better.

*By the Chairman:*

Q. Does the five per cent advertising clause bother you?—A. It bothers us, but I am in hearty agreement with it.

Q. Does it interfere with returns to the station?—A. I think it does at the present time. I also feel—this is my personal opinion—excepting in rare instances, the people are listening on the radio not to hear a lot of long-winded discourses—

Mr. GARLAND: Politics.

The WITNESS: —on any person's commodities that they are trying to sell. The value of the advertising is the name, putting it before the public, putting the name before the public.

Mr. BEYNON: The profit on it is the value of it.

The WITNESS: Probably; of course we have a lot of trouble with that, because advertisers do like to get in an awful lot.

Mr. BEYNON: Do you find commission programs unpopular?

The WITNESS: I cannot say that. There are some of them that are unpopular, certainly. You would be bound to find that.

The CHAIRMAN: Unpopular to certain people?

The WITNESS: Yes.

Mr. BEYNON: My estimate of it was most people think they put over a lot of good programs.

Mr. GAGNON: Does your station broadcast operas from New York? Has it broadcast the Metropolitan Opera during the past few weeks?

The WITNESS: No, sir.

The CHAIRMAN: It comes over the Belle Plaine station.

The WITNESS: It comes over in part.

*By Mr. Gagnon:*

Q. The point I wish to make is this: I should like to know if the Metropolitan Opera is broadcast throughout Saskatchewan, either by your station or another station?—A. I think, sir, and it is only my thought, because I am sure that the CJRM station is the only Saskatchewan station that broadcasts that in part.

Mr. GARLAND: I heard it from Regina two or three times.

The WITNESS: On Saturday?

Mr. GARLAND: Not on Saturday.

The WITNESS: You are speaking of Saturday.

Mr. GAGNON: Yes, the Saturday afternoon programs originating from the commission here.

Mr. GARLAND: I have always been too busy on Saturday.

Mr. BEYNON: The trouble is those sponsor programs come in the middle of the opera and spoil it.

The WITNESS: Yes, of course, other stations have sponsor programs at the present time, and do not bother.

*By Mr. Gagnon:*

Q. I have heard comments about the Metropolitan Opera.—A. Yes. There are people who like that kind of music; they enjoy it.

Q. But they do not object because some of the broadcasting is in French?—A. No, not these people.

The CHAIRMAN: It is a different crowd.

*By the Chairman:*

Q. Here is another factor I should like to ask you while you are here, that is in regard to the collection of licence fees in Saskatchewan and the western country. In your opinion, what percentage of the licence fees are collected in the rural parts of the West, the part you are particularly familiar with?—A. I do not think there is a very great percentage now.

Q. Because you have been badly hit out there?—A. Yes. For that reason, I think a little discretion has been used in the matter of collecting. They go for them pretty stiff in the cities.

Q. They go for them in the cities?—A. Yes.

Q. You think they are collecting them very well?—A. You bet they are, in the city.

Q. Is there any complaint about the method by which they are collected?—A. I do not think so, in the main. I heard some people complain last spring. Some fellow would go barging in and want to see the licences. But both Mr. Stevens, the representative of the department there, and the assistant, are very fine fellows, and I would discount a lot of that.

Q. They have been complaining about certain men going from house to house?—A. Well, that is another matter. Probably these men might have come—I think they did appoint some people to go around and do some collecting on a percentage basis. I had forgotten about that.

*By Mr. McKenzie:*

Q. You made a statement that the people of Saskatchewan were conclusively against the Radio Commission form of broadcasting. What means did you take of getting that information?—A. Well, last June—

Mr. GARLAND: Just a moment, until we correct that if necessary. Did I understand you to give that as a formal statement or your own opinion?

Mr. MCKENZIE: It is in his own memorandum.

Mr. AHEARN: What page is that?

Mr. McKENZIE: Page 2, near the bottom of the page:

We have made very careful inquiry, and our survey would indicate conclusively that the vast majority are against the commission form of broadcasting.

The WITNESS: Yes?

*By Mr. McKenzie:*

Q. Well now, that has to do with the actual commission owning stations themselves?—A. That first came up away last June. We wanted to ascertain the views of the people on that and we sent out a questionnaire in connection with it and other matters.

*By Mr. Beynon:*

Q. How did you send it out?—A. Over the air; that was before Mr. Charlesworth visited us, and we presented those replies to Mr. Charlesworth.

*By Mr. Garland:*

Q. How long ago is that?—A. June 30.

Q. 1933?—A. Yes. I think it was June 30, about that, and I believe he still has those replies.

Q. That was before the purely western chains went into operation?—A. I do not remember offhand. For instance, we would ask travellers and people we knew to find out and get our point across, because we felt that if the people wanted national broadcasting, we would get off the air to-morrow. We wanted to know for our own information so that we would know where we were, to guide us. And the result of our inquiries through these people, and the results will be indicated by the letters we received, show that the great majority of the people are now against government or commission broadcasting as such, as distinct from regulating and controlling.

*By Mr. McLure:*

Q. Your evidence in general is more that of a complaint against the Radio Broadcasting Act than against the commission?—A. Absolutely sir. I am not coming down here to try—

Q. The memorandum which you have presented here and your statements regarding conditions in Moose Jaw, which you state are different from any other part of Canada, suggest that the act should be changed so that the commission could deal with conditions such as Moose Jaw or others of a local nature. After all, your evidence to-day deals with a local condition regarding national broadcasting?—A. Oh yes. Of course, I am expressing the opinion of one section. After all, if the other sections do not concur, that is that. I am not trying to advance any opinion so far as the whole of Canada is concerned. I have no right to do so.

Q. Do you suggest in your evidence that the operation of radio should be entirely in one hand? To-day it is divided, you state in your memorandum, between the Marine Department and the Radio Commission?—A. Yes.

Q. Do you suggest it should be all placed in the hands of the Radio Commission?—A. No; gentlemen I suggest it be placed in the hands of the Department of Marine.

*By Mr. Gagnon:*

Q. But in your memorandum you do not say that?—A. No. I have just been asked the question.

Q. What makes you change your mind?—A. Because I have been asked my opinion now.



*By Hon. Mr. Cardin:*

Q. From the point of view of the listener-in, do you think it matters very much if the program is coming from a privately owned station or from a Commission station provided the program is good?—A. I do not think so. Music—

Q. Is it not a fact, Mr. Buchanan, that most of the criticism you have heard, most of the complaints that have been made are based almost exclusively on the interference which has been created supposedly by newly established stations or the change in wavelengths?—A. That has largely to do with it.

Q. That has largely to do with it?—A. That is the most aggravating thing, I think.

*By Mr. Garland:*

Q. Do you find much interference from the Electro Medical Appliances?—A. Yes, we do; and there is another thing. It may have nothing to do with this committee, but I would like to get it off my chest. There is a letter before you dealing with the matter—one of the letters we have received—but I have not looked into the legal end of it. Perhaps it is impossible. But if there is anything that can be done to make these people who have these violet ray machines put in an apparatus that won't blanket the whole countryside it should be done.

The CHAIRMAN: Are there many of these machines in your part of the country?

Mr. GARLAND: There are in every city.

The WITNESS: We have one in particular. A chap has some sort of high frequency machine. Some people do have them. In the great majority of cities he is a nuisance.

*By Mr. Wright:*

Q. Could not that be accomplished by some simple method?—A. I have asked the radio inspector out there myself and he tells me it will be quite expensive in that particular case.

Mr. GARLAND: I think that is true. In many cases where they have a shield room, or apparatus, it is sometimes expensive to do it; but I am not sure that the expense would be out of keeping with the nuisance.

Mr. WRIGHT: I do not think it has been tried. I know that at home we have the electric welding in the Canadian National shops and we have the X-Ray in the hospital, and both of these have interfered with reception.

*By Mr. Beynon:*

Q. At the time you put out that questionnaire, did you get any replies?—A. Do you mean in June?

Q. Yes?—A. Yes, quite a number.

Q. When Colonel Steel was on the stand, I think I asked him if they had complaints about the situation in the west, and I think he said they had not; that is, nothing to speak of?—A. Well, those complaints, gentlemen, would be on the Commission's files. I understand so.

Q. There is another question, Mr. Buchanan. Different districts, from the standpoint of radiation, from the standpoint of broadcasting, are more suitable than others, I believe?—A. It is generally believed so, yes.

Q. How is the Moose Jaw area in that respect as a broadcasting centre?—A. Well, we have always figured from the comments of listeners that Moose Jaw is the best radiating point in southern Saskatchewan.

Q. That is not local pride?

Mr. GARLAND: No. Regina would agree with that.

The CHAIRMAN: You are answering for your own particular place?

The WITNESS: Yes.

*By Mr. Beynon:*

Q. Is there experience to bear that out?—A. Of course, gentlemen, I do not know whether you know what a DX test is. It is a program put on in the middle of the night to see how far a station can get out. We have been singularly successful in our DX tests. We have been heard in New Zealand, and all through the southern states, and both last year and this year and many times we have received letters in which the writers have stated that our station—now, this is what I am basing that opinion on—that our station came in clearer and with more volume than the 500-watt stations in Regina or CJRM.

*By Mr. Garland:*

Q. Were they broadcasting at the same time, or is this a general broadcasting?—A. No. We do not get out as far as CJ on general broadcasts.

Q. The comparison could not be accurate unless you are all testing at the same time?—A. They were testing at the time.

*By the Chairman:*

Q. Is your DX test your regular test?—A. No.

Q. A three-week test, is it?—A. No; regular.

*By Mr. Beynon:*

Q. It is a midnight test?—A. It has its limitations, but that is what we based it on—the comparison between the two stations.

Q. Now, there is one other question I would like to ask in connection with wavelengths. Do you think it would be advisable to have an expert, say, outside of the Commission if you like, going into the wavelength situation in Saskatchewan and making a survey of it?—A. Yes; but, gentlemen, this question of experts—we have experts in Canada on that subject, and I would say yes; but I would say that those experts should be the chief inspectors for the Department of Marine in the district. They have not only expert knowledge of the wavelength situation, but they know the local condition.

Q. They know the problems of local broadcasting?—A. Yes. Take Walter Pottle. I will make a little point, if I may. This may disagree with some of my evidence. Mr. Pottle, the chief inspector for Saskatchewan for the Department of Marine, used to be the chief engineer of CHF 10AB. We know what he could do. He would be quite competent to act on that.

Q. Would an outside expert who knew nothing of the local problems of broadcasting be in as good a position?—A. I would not think so.

*By the Chairman:*

Q. In other words, you think that the practical side is just as important as the theoretical side?—A. Absolutely. But here are a bunch of people sitting down before radio sets in Saskatchewan and in Ontario and in Quebec. They are the people that have got to be satisfied.

*By Mr. Beynon:*

Q. A thing that will work on paper will not always work out in practice?—A. No.

Q. The theory may be all right and the practice absolutely wrong?—A. Yes.

The CHAIRMAN: It is not a perfect science.

Mr. BEYNON: None of them is; not even the medical science.

The CHAIRMAN: Some sciences are purely argumentative.

*By Mr. Wright:*

Q. Mr. Buchanan touched on the French aspect. I do not know whether you mentioned the French programs or broadcasting in the French language. Which was the objection that your people have?—A. Both. Now, gentlemen, here again I am expressing my own opinion. May I say that there are two French-Canadians on this committee. We feel—I am speaking of CHAB—the mistake was made in putting too many programs on at the first of French origin. Saskatchewan is essentially a province of Anglo-Saxon background, and with the general public it does not take much to arouse antagonism, especially in radio. If your programs are good they will not bother with you, and if they are bad they will tell you they are rotten mighty quick—pretty quick to take exception to anything they do not like. They heard these programs coming over; they saw there were a great number of them, and they formed a dislike for them, and they haven't got over it. That is our own opinion, and that is, perhaps, largely the reason.

*By Mr. Ahearn:*

Q. Is it a dislike for the language or a dislike for the programs? The programs have been pretty good?—A. I do not think it is either.

*By Mr. Garland:*

Q. It would be true to say that they simply did not understand what was going on over the air, and it was a lot of noise to them?—A. I think so, largely. For instance, in one of the letters—I think Mr. Charlesworth has a letter—one man writes, he says, "I work all day on the section"—he is a C.P.R. man—"with people who do not understand English and who talk a foreign language"—those are the central Europeans—and he said, "Then I go home and I turn on my radio and I hear something else I cannot understand."

Mr. BENYON: By that time he is fighting mad?

The WITNESS: Yes.

The CHAIRMAN: He is not ready to enter into questions of percentages or anything else?

The WITNESS: No.

Mr. BEYNON: Percentages do not count.

*By Hon. Mr. Cardin:*

Q. Mr. Buchanan, would you say that the French programs are more offensive to the section of the people of Saskatchewan than the class of English that they are receiving over certain United States stations? It is very far from the English which is spoken in London.

Mr. GARLAND: I should not think the word "offensive" is the correct one. I do not not think we find them offensive in the slightest degree.

Hon. Mr. CARDIN: I have seen that word used.

*By Mr. Gagnon:*

Q. Mr. Asheroft said that in his memorandum, although he had not the courage to use it here?—A. I do not say that, gentlemen.

Mr. WRIGHT: I would say that in western Ontario if there is a good program in French they like to hear it; but they definitely object to the announcements, French and English; they take up too much time. I think that is the objection.

Hon. Mr. CARDIN: Most of those who make the criticism do not understand French at all.



Mr. BEYNON: That is true. The man that understands it likes to hear it. I do not care whether he is French speaking or not.

The CHAIRMAN: French announcing is only heard on the complete trans-Canada programs, is it not?

Hon. Mr. CARDIN: It is short.

Mr. BEYNON: As Dr. Morand mentioned percentages do not count.

Mr. AHEARN: Mr. Chairman, the witness made one proposal that might get us all out of our difficulties. He said that a referendum might be taken in his province.

The WITNESS: I spoke of my province there.

Mr. AHEARN: What questions would you ask on a referendum?

Mr. GARLAND: I think we will be able to think of questions.

Mr. BEYNON: Whatever the committee wanted to find out.

Mr. AHEARN: Then we could all go home and let them settle it.

The CHAIRMAN: I would expect that Mr. Garland would be in favour of the referendum and recall.

Mr. GARLAND: I am absolutely in favour of as many referendums as you like. I have one on sweepstakes, and it is very interesting.

*By the Chairman:*

Q. Mr. Buchanan, will you be in town for a few days—A. If it is the desire of the committee.

Q. How long do you expect to stay?—A. I do not want to stay any longer than I can help.

Q. If anything turns up we can always get in touch with you by correspondence. I want to thank you very much for your very fair and very well worked out submission.—A. Thank you very much.

The Committee adjourned to meet Friday, April 13th, at eleven o'clock a.m.



SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 5

---

FRIDAY, APRIL 13, 1934

---

WITNESSES:

- Mr. J. E. Walsh, General Manager, Canadian Manufacturers' Association,  
Toronto.
- Mr. W. S. Campbell, Manager, Transportation and Customs Department,  
Canadian General Electric Co., Toronto.
- Commander C. P. Edwards, Director of Radio, Department of Marine,  
Ottawa.
- Mr. Ernest Vandry, representing Radio Station CKCV, Quebec City, Que.
- Mr. Thomas Maher, Vice-Chairman, Canadian Radio Broadcasting Com-  
mission, Ottawa.
- Lt.-Col. W. A. Steel, Commissioner, Canadian Radio Broadcasting Com-  
mission, Ottawa.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934





## MINUTES OF PROCEEDINGS

HOUSE OF COMMONS, COMMITTEE ROOM 429,

FRIDAY, April 13, 1934.

### MORNING SITTING

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 11 o'clock a.m. this day, Hon. Mr. Morand, Chairman, presiding.

Members of the Committee present: Messieurs: Ahearn, Beynon, Cardin, Gagnon, Garland (Bow River), McKenzie (Assiniboia), McLure, Morand and Wright.—9.

In Attendance as Witnesses: Mr. J. E. Walsh, General Manager, Canadian Manufacturers' Association, Toronto; Mr. W. S. Campbell, Manager, Transportation & Customs Dept., Canadian General Electric Company, Toronto; Commander C. P. Edwards, Director of Radio, Department of Marine, Ottawa, assisted by Mr. D. Manson, Chief Superintendent of Radio, Department of Marine, Ottawa; Mr. Ernest Vandry, representing Radio Station CKCV, Quebec City, Que.; Mr. Thomas Maher, Vice-Chairman of Radio Commission, Ottawa; Lt.-Col. W. A. Steel, Commissioner, Canadian Radio Commission, Ottawa.

*Present:* Members of the Canadian Radio Broadcasting Commission: Mr. Charlesworth, Chairman, and others.

Mr. J. E. Walsh, called, and after a few brief remarks, he introduced Mr. W. S. Campbell, who submitted two briefs; first, with reference to tax on radio tubes, representing the views of Canadian Manufacturers Association, and second: setting out the views of the Retail Section, Toronto Board of Trade on the same matter. Briefs appear in full in evidence of this date.

After some time spent in questioning the witness on various relative matters, witness discharged.

Commander C. P. Edwards called:

Witness examined more particularly in respect to radio sets and licences; estimated revenue from licence sale for different years, as compared with estimated revenue on present number of radio sets, if additional tax placed on tubes, and other relative matters. Witness filed with Committee dealers price list (Canadian Westinghouse Company, Ltd.) on radio tubes. Witness continued until one o'clock. Committee adjourned to 4 o'clock, with understanding that witness be further examined when sitting resumed.

---

### AFTERNOON SITTING

The Committee resumed at 4 o'clock the Chairman presiding. Members present: Messieurs, Ahearn, Beynon, Gagnon, Garland, McKenzie, McLure, Morand and Wright.—8.

Commander Edwards recalled and further examined, continuing along same matters as dealt with at morning sitting.

Witness retired.

Mr. Ernest Vandry called; witness submitted brief in which he expressed some dissatisfaction with the treatment accorded his station. Witness further questioned and retired, after certain letters had been submitted, to be incorporated in the evidence.

Mr. Thomas Maher called and answered certain statements made by Mr. Vandry and other questions.

Witness retired.

Lt.-Col. W. A. Steel called and examined, particularly in connection with wave lengths, interference, and Quebec stations.

No further witnesses being before the Committee, and near six o'clock, with some discussion as to further witnesses and meetings of next week, the Committee adjourned to meet again on Wednesday, April 18th, at 11 o'clock.

E. L. MORRIS,  
*Clerk of the Committee.*



## MINUTES OF EVIDENCE

HOUSE OF COMMONS,  
ROOM 429,

April 13, 1934.

The select special committee on Radio Broadcasting met at 11 o'clock, Mr. Morand presiding.

The CHAIRMAN: Gentlemen, come to order. Is there any business any member wishes to bring up before we call witnesses. We have with us Mr. Walsh, general manager of the Canadian Manufacturers' Association. Will you come forward Mr. Walsh.

J. E. WALSH, called.

The WITNESS: Mr. Chairman and gentlemen, in the first place I wish to express our appreciation for this opportunity to present to you a memorandum on the question of placing a tax on radio tubes. I am not going to deal with that brief. I am going to ask Mr. Campbell, chairman of our radio division, to present some views on this subject; and without any further remarks, Mr. Chairman, I would like to have him come forward.

W. S. CAMPBELL, called.

The WITNESS: Mr. Chairman, I have two briefs—one from the Canadian Manufacturers' Association, and as I happen to be a member of the Toronto Board of Trade, the wholesale section of that board has asked me on their behalf to be good enough to present their memorandum, so, I am appearing in a dual capacity. My first brief is addressed to Hon. Raymond D. Morand, Chairman, Radio Broadcasting Committee, House of Commons.

The radio industry is grateful for this opportunity to appear before the members of your committee. We asked permission to present our views because of newspaper statements that proposals would be submitted to discontinue the present radio licence fee of \$2 per annum and substitute a tax on radio tubes.

Advocates of this plan may think it would raise the necessary revenue with less annoyance to those members of the population who own and operate radios and also that a larger amount of revenue could be secured from the producers of radio tubes than from licence fees. If these are the premises on which the proposal is based it is respectfully submitted:

- (a) that they are unsound,
- (b) that the revenue would probably be diminished instead of increased, and
- (c) that hardship and loss would be inflicted on the radio industry and their employees.

As we proceed we will show by statistics that the revenue would be considerably diminished, would fluctuate from year to year and would be found difficult to estimate, whereas the revenue now being derived has been steadily climbing and can be accurately estimated.

The imposition of a tax on tubes, such as is proposed, would adversely affect a considerable number of people, would decrease the sales of radio receiving sets, at least for the next two years, and would drastically decrease the sale of renewal tubes. The natural reaction of the public would be to delay the purchase of newer and more up-to-date receiving apparatus and to use the old tubes until they burn out.

As more high powered broadcasting stations are installed the tendency will be to build radio receiving sets requiring fewer tubes and the life of the tube is likely to increase, which would diminish revenue from two angles.

The producers of radio sets and tubes state that if the proposed tax is put into effect it will cut the 1934 program of production by at least 25 per cent, both for sets and tubes. This will mean increased unemployment.

As a matter of fact, some manufacturers say it will cut 50 per cent; that will be their judgment in the matter.

Revenue—According to the Department of Marine, the number of licences issued in Canada for the twelve months ending March 1933, was 761,288, which, at \$2 each, produced \$1,522,576. "The Radio Trade Builder," published by Hugh C. Maclean Publications, Limited, 347 Adelaide street west, Toronto, estimates that 1,162,246 sets were in use in Canada on January 1, 1934.

Before I go further, gentlemen, I might say I took the liberty of calling up Mr. Poulter, the editor of "The Radio Trade Builder." He informed me that while that was an estimate, there was nothing in the way of a guess figure about it, and he checked himself in this way: when the census returns were taken in 1931, this question was asked, and the estimate of Mr. Poulter at that time on the total number of sets in use in Canada only differed by about 1,500 from the actual figures in the census. I cannot tell you whether he was high or low, but they were very close. It shows that he keeps good track of this matter and his figure is a very accurate one.

This indicates that 400,958 sets were operating without a licence, a loss in revenue of \$801,916. This, when added to the present revenue, gives a total of \$2,324,492. Obviously, only about 65 per cent of the available revenue is being collected.

We are attaching a memorandum showing the number of licences issued annually, also the production of radio tubes and sets, year by year. These figures reveal two facts, namely, that the production of tubes or sets is erratic and not a dependable source of revenue, while conversely, the number of licences issued has been increasing and is likely to further increase.

Perhaps we should look at the statement before we go on further. It shows a steady descent in the number of sets produced during the long period of depression, and more and more licences have been issued year by year. The second column shows the production of sets dropping from the high point of 291,000 down to 121,000, less than half, and lower again to 112,000. The tube production is not quite so accurate, and some of the figures are not available, but it does show, nevertheless, that to put a tax on the tubes is to miss a certain source of revenue, and it is very difficult, if not impossible to estimate what the revenue might be.

In the United Kingdom, the public pay an annual fee of ten shillings, \$2.40. In addition, radio users take the radio magazine because the British papers are not allowed to publish radio broadcast programs. This fee is collected through the Post Office Department.

Smuggling—Members of the committee will realize that if the selling price of tubes in Canada is greatly enhanced by severe taxation, then smuggling will result. The tubes are already subject to 30 per cent duty, 3 per cent excise and 6 per cent sales tax, and if the super-excise tax were added it needs no further remarks to indicate the smuggling that would result. This smuggling would not only be a personal matter but would become commercial as well.

*By the Chairman:*

Q. Are the tubes now being imported entirely or manufactured in Canada?

—A. They are mostly produced in Canada; but that does not prevent the smuggling when the opening is there.

Q. Are they sold at the price as covered by the tariff—I mean, is the plus on the tubes?—A. The tubes are the lowest priced in history.

Q. How do they compare with prices in the United States for the same tube?—A. I really do not know. I have not got the prices with me.

Q. All right. But you make the point there that the full 30 per cent would be added to the tax and would act as a smuggling incentive?—A. No, on the imported tube, Mr. Chairman. The man who desires to smuggle has the opening of saving the duty of 30 per cent, 3 per cent excise and 6 per cent sales tax and 60 or 70 per cent super-tax.

*By Mr. Garland:*

Q. Only if the chairman's contention is correct that you are adding the duties and excise to the cost of the tubes?—A. I do not think you would expect a Canadian tube to be able to absorb all these charges.

Q. I cannot see what your argument is?—A. Well, I think the argument is sound. We had the experience before when conditions were identical with to-day. We have the name of a man landing in an aeroplane in a field near Grimsby and a man who came in a truck to haul tubes to Toronto.

*By Mr. Wright:*

Q. You do not know the price spread between the Canadian and American prices?—A. No, I am not in the sales department.

The CHAIRMAN: You could get those figures for us?

The WITNESS: Yes.

The CHAIRMAN: Very well, go ahead.

The WITNESS: Effect on Canadian Industry—We submit that the few facts to which reference has been made are sufficient to appeal to the judgment of the committee that to impose this tax on tubes would be injurious to Canadian industry and that such action is unwarranted and unnecessary and can be avoided by an improved system of the collection of the licence fee.

Such a tax as is proposed will result in pyramiding through the channels of trade until the consumer will probably be paying twice what the government is receiving. This will increase the retailers' difficulties in a more or less aggravated form.

Conclusion—If, in the opinion of the government, a tax is necessary for revenue, then we recommend the continuance of the present licence fee.

If the present fee, is continued, we further recommend that the responsibility for collection be placed on the Post Office Department. (The result of this suggestion should increase the number of licences issued and produce a face value return).

If the above is adopted we further recommend that retailers be obligated, as at present, to report all sales and that suitable forms be furnished by the government and prepared in a suitable manner for mailing "O.H.M.S."

#### RADIO TUBE AND RECEIVING SET STATISTICS

Year	Radio Licences Issued	Radio Receiving Sets Produced	Radio Tubes	
			Produced in Canada	Imported
1928.....	268,420			
1929.....	297,398	143,968	2,924,270	
1930.....	424,146	170,082	No Record	
1931.....	523,100	291,711	3,297,007	87,606
1932.....	598,358	121,468	2,655,565	65,023
1933.....	761,288	112,273	Estimated: 1,900,000	42,354 (6 mos.)

Estimated sets in use January 1, 1934: 1,162,246.



We have a strong feeling, Mr. Chairman, that without any disrespect whatever to the Department of Marine and Fisheries—it is not a question of respect or disrespect—but these little notes go through the mail saying that your licence fee is due. Now, the business practice in any country is that if a man owes you money you send him a bill for it and you will probably get your money. But the notice does not bring results. We argue strongly that if the Post Office Department with the proper stationery sends a man a bill for \$2, the natural, psychological effect is that he will come up and pay the bill.

*By Mr. Ahearn:*

Q. You mean that the man who has a licence would receive such a bill?—

A. Yes.

Q. How are you going to find the man who has not a licence?—A. Eventually as time goes on, through the retailers' reporting new sets, they will pick them up more and more. They had a starting point from the census returns of 1931 when everybody was visited.

*By Mr. McKenzie:*

Q. Has there been any commission allowed to postmasters who are selling these licences?—A. I believe the retailers get 20 per cent.

The CHAIRMAN: Mr. Edwards will be on the stand in a few minutes and he will give us the department's method of collecting.

Mr. GAGNON: What you mean by an improved system of collecting licence fees is the proposal which you make that everything should be transferred to the Post Office Department.

WITNESS: The Post Office Department is in touch with the entire public. They have been known for years as a collecting agency for the government, just the same as the Department of National Revenue. The Department of Marine and Fisheries does not meet the public in the same way; they are not as well known. Apart from that, there is so much rural mail delivery; even away back in the frozen regions the post office is still performing its functions. We feel pretty sure that that will improve the sources of revenue.

*By Mr. Gagnon:*

Q. May I ask you if you think a serious effort is being made by the Department of Marine to collect the licence fees?—A. I think they are doing the best they can. I do not know what other thing they could do than send out the notices. The only thing I am arguing is that the Post Office is a recognized medium for collections and naturally has the best appeal.

Q. Do you know that at present banks and post offices are supposed to collect?—A. Well, they don't collect, but they will accept. Our idea is that a bill from the post office is a bill from the Postmaster-General of Canada for \$2 and it will be respected.

Q. Some people have suggested that the collecting of licence fees be given to the commission; what do you think about that?—A. No. I would still stick to my recommendation. I think the post office is the superior service. The staff is already there. I can see a saving in expenses. If it is turned over to the commission, they have got to put a staff on to do that job; they have no spare labour now. It would be, to a more or less extent, a duplication in services which we already maintain.

*By Mr. Garland:*

Q. On page 2 of the report the statement is made that, "As more high-powered broadcasting stations are installed, the tendency will be to build radio receiving sets requiring fewer tubes, and the life of the tube is likely to increase,

which would diminish the revenue from two angles." Have you any grounds for that statement?—A. I got my information there from the engineering profession, who informed me that if high-powered stations are set up they will not need to manufacture sets with as many tubes in them.

Q. Has that been the practical experience on this continent up to this time?—A. I am not an engineer. I don't care to go very far on that.

Q. May I suggest to you that the very contrary is the case? May I suggest that there are far more multi-tube sets to-day than there were when there were lower-powered broadcasting stations?—A. Well, the heavy sellers are not the sets of ten and twelve tubes. The heavy sellers to-day are five and six-tube sets. Of course, when you compare radio to-day with radio ten years ago—

Q. Have we any evidence on that?—A. Evidence can be secured. It is in the Bureau of Statistics. They have got it segregated.

Q. It would be just as well if we had that. The practical experience I have had, in the west at least, is that as the stations increased in strength, the people wanted better and clearer reception and bought sets with a higher number of tubes?—A. Part of my disability is that I find it difficult, as a layman, to get three or four radio engineers who will agree on one point.

Q. Suppose we accept your suggestion that to tax tubes alone might be unfair—I question it myself, but we are not debating it—what objection, if any, would you have to the principle of taxing the sets as now, but not on a flat licence fee of \$2, but on a licence fee that would depend or be graduated in accordance with the set itself? In other words, the principle is that the person who can afford a high-powered, modern 10-tube set can afford to pay a little higher licence fee than the poor devil who is operating a crystal set or a 2-tube set?—A. I don't know that we would make any statement on that point. That is a matter of administration. I see what you are coming at, the parallel case of the automobile.

Q. Why not do that?—A. It has yet to be proven that the rich man should pay everything.

Q. Have you any objection to the principle?—A. I certainly would have an objection.

Q. Why?—A. The more you place on the set, the more you are going to stultify the sale. There are lots of modern sets in operation. Are you going to give radio free to those people for the past five years and stick the whole load on the people who buy in the next five years?

Q. That is not what I am saying?—A. That is what would happen.

Q. Not necessarily?—A. There is no other source of revenue, where the licence fee is cancelled.

Q. Suppose we had two licence fees, one up to a 7-tube set, and over that we increased the licence fee?—A. Your biggest difficulty is your policing. It all depends who is going to collect it.

Q. Beyond that you would have no objection?—A. No, I am not saying we are going to agree to any licence fee connected with the radio apparatus, either tubes or sets, in any manner, shape or form.

*By the Chairman:*

Q. At the present time?—A. It is not fair to load it on the apparatus. That set you spoke of, with regard to reception here in Ottawa, has the whole American continent for reception purposes. Why should the Canadian side stand it all?

*By Mr. Ahearn:*

Q. What you are driving at is this, that the more apparatus that is sold in the country, the greater radio becomes. You don't want to place a tax on the apparatus, thereby restricting the sale, making radio that much less popular in Canada and that much less used? Is that what you are saying?—A. We don't want to stultify the industry.

Q. If you begin to tax radio apparatus, you are going to restrict the sale?—

A. Yes; and why single out radio apparatus any more than a hundred other commodities that are produced in the country?

Q. You get away from a definite, known tax to an unknown quantity?—

A. Yes.

Q. Would there not be an incentive for every man who bought apparatus at present to make his tubes last as long as they possibly could, and then when the reception got poor he would start to blame it on the radio commission? But he certainly would hang on to them as long as he could make them last?—A. You are perfectly right. I usually apply these considerations to my own life. I have a set upstairs in the house, a 9-tube set. It has been there seven years. I have renewed one tube. I have a 12-tube set downstairs. It is there, I think, a year.

*By Mr. Garland:*

Q. So already, in spite of the fact that there is no tax on tubes, you are practising precisely what you threaten would happen later? I contend, Mr. Chairman, that the witness's evidence in that regard is not consistent?—A. Pardon me, we deal in sets, and I probably got my set at a price that suited me. I can afford it.

*By the Chairman:*

Q. You have a set upstairs and one downstairs, and you pay \$2?—A. Yes.

Q. The fellow with a set just downstairs pays \$2?—A. Yes.

Q. You have one in your automobile, too, I suppose?—A. No, I decline that one.

Q. Would you have any objection to the set being licensed, instead of just yourself? Would you like that?—A. No, I like the present system.

*By Mr. Ahearn:*

Q. Why should the set not be licensed? I think there ought to be a licence for each set. If you have ten sets in your house, you ought to buy ten licences. Last year I made the mistake of buying three licences. I have a summer cottage, and I have two in my house, and I bought three licences. Then I found out that I needed only one in my own home. I think you should pay for them?—A. I would feel fine about it when I am paying two license fees, and there are 400,000 fellows going scott free.

*By Mr. McKenzie:*

Q. Would that not account for some of that 400,000 who go free?—A. No, I don't think so.

Q. A man like Mr. Ahearn has three. If he pays one license fee, there is two that comes out. That must account for some of those 400,000?—A. He might have one in his garage, too.

Mr. BEYNON: That would account for it.

The CHAIRMAN: It would account for some of the discrepancies.

Mr. MCKENZIE: Quite a large share of that 400,000.

The WITNESS: There are not a great many homes with more than one set.

Mr. MCKENZIE: I do not understand why a man who has two sets should not buy two licences, the same as a man who has two automobiles.

Mr. BEYNON: Neither can I.

Mr. AHEARN: I think that is a way to increase the revenue.

The WITNESS: I will give away the old set, that is all.

Mr. GARLAND: Somebody else would be paying the license fee, then.



*By the Chairman:*

Q. Mr. Campbell, does the trade benefit by the better programs that are set up through the Dominion of Canada by virtue of the trans-Canada programs, and so forth?—A. Well, I feel the trade certainly would benefit, but I cannot prove it to you by statistics, and due to the cycle of business. We ran into such a low cycle of business, the sale of sets would not prove the statement.

Q. It is a natural thing to believe that with better programs through the country, and the more popular broadcast programs are, the trade would benefit by increased sales?—A. Naturally. The more respect they have for the programs, the more radio sets they will buy. It is just logical.

Q. And anything that we could do in increasing the amount of revenue for better broadcasting would increase the popularity of the programs?—A. Well, it should.

Q. So that the trade benefits directly by the amount of money spent on better programs?—A. Well, just as any trade benefits. I could not deny that. I would not want to. It would not be right.

*By Mr. Garland:*

Q. You state in your memorandum at page 3, the second paragraph of clause 3: "Such a tax as is proposed will result in pyramiding through the channels of trade." I wish you would elaborate on that, and tell us what you mean by it. Will you give an example of pyramiding?—A. We have taken this view of it: If the tube is to be assessed 50 cents each, we will say, for the sake of illustration, I don't know what other process can be adopted than to attach a stamp to the tube. It must either be an "X" or a stamp. Imported tubes could not be "X'd". The government would have no way of doing it. So we felt resort would be had to attaching a stamp. These stamps are purchasable for Canada only. They would have to go on the tube before the tube is packed and put into stock. The production of stock begins about three to four months in advance of its consumption. We have that 50 cents per tube investment tied up in that inventory until it is handed out to the manufacturing trade and the jobbing trade. To the manufacturers of the tube, even though we billed the tax separately, it is just a part of their costs. It comes to them as 150 instead of 100. Their mark-ups, whatever they are, will pyramid on top of that, and there is no way of getting around it.

*By Mr. Beynon:*

Q. That is, if they add a percentage of the cost, it will be added on that cost?—A. That is their cost.

Q. That is what I say, it will be added on that as well?—A. There is no criticism on that.

Q. And part of your cost would be the cost of the tax?—A. If we did as accounting principles would ask us to do, we would treat it as part of our cost, and add overhead. I am giving a most lenient sort of illustration.

The CHAIRMAN: The witness has another brief.

*By Mr. Garland:*

Q. Just a minute—that would be true only, of course, in the case of the tax being imposed on the manufacturer first. Suppose the tax goes on the retailer of the tubes?—A. Well, sir, if that poor retailer has not got enough trouble with radio—

Q. Never mind that; that is aside from the question. If the tax is put on the retailer, what chance is there for pyramiding to exist?—A. There is not any more than his cost and his investment, and he has got a certain amount of

breakage in tubes, defects and one thing and another. If the tax is to be billed as he sells over the counter, there would be no pyramiding, of course. But I can't see the government putting that stamp on that way all over this country. We have too much experience for that.

*By Mr. Ahearn:*

Q. You don't see them giving up a known quantity for an unknown quantity?—A. As I look at these statistics, and the way that the licence fee has been climbing along nicely, jumping almost \$200,000 in the last year, I think it is a pretty dependable source of revenue.

Mr. AHEARN: This would be a very unpopular committee, to put an indirect tax like that on 750,000 people, I will tell you that.

*By the Chairman:*

Q. We are just looking for information, Mr. Campbell; that is all we are here for?—A. That is all right.

Mr. BEYNON: We don't happen to be the government. They could hardly blame us entirely. They could blame us for our recommendation.

*By the Chairman:*

Q. You have another brief, I believe?—A. Yes. It is from the retail section of the Toronto Board of Trade.

Q. Have you any copies?—A. I brought down about a half a dozen. That is all that was handed to me.

Q. Will you read it?—A. Yes. (Reading):—

The Council of the Board of Trade of the City of Toronto has noted that the special committee of the House of Commons to inquire into and report upon the operation of the radio commission has before it a notice of motion proposing that the present radio licence fee of \$2 paid by the users of radio sets be cancelled and an excise tax of 50 cents or 75 cents per tube on radio receiving sets be substituted.

On behalf of interested members of this board engaged in the manufacture and distribution of radio sets and equipment, the council respectfully submits that the substitution of an excise tax on radio tubes for the present licence fee would be most detrimental, not only to the radio industry in its several branches, but also to the radio public and to the government. The council desires to submit the following views in support of its submission:—

(a) If the manufacturer is to be made responsible to the government for the payment of the tax, it will probably be treated as a cost item. It will, therefore, be pyramided several times through the wholesaler, jobber, retailer, etc., thus unduly adding to the cost to the user.

(b) If, on the other hand, the tax is added as a separate item on the sales invoice, it will show that the tax is equal to a very large percentage of the cost of the tubes, and in a number of cases, will exceed the price of the tubes.

(c) Complications will arise with respect to the replacement of defective tubes and breakage in handling. It is assumed, as in some other excise taxes, that the proposed tax would be in the form of a stamp affixed to the tube by the manufacturer. It would be exceedingly difficult, if not impossible, to keep a proper record of the credits due the retailer, jobber, wholesaler, etc., for defective and broken tubes returned.

(d) Inventories will be increased in value. In some cases, particularly with the retailer, they will be doubled. This will necessitate additional capital and increased insurance on stock. These added costs must ultimately be passed on to the consumer.

(e) Smuggling of radio tubes will be again encouraged. It is not at all difficult for travellers and tourists to conceal three or four tubes on their persons. Commercial smuggling of tubes was a thriving business only a few years ago even without this additional inducement.

(f) The business of the sale of radio sets and tubes will be entirely altered and disrupted. The higher cost of tubes, by reason of the tax, will place a premium on inferior sets with fewer tubes. Sales volume of manufacturers, wholesalers, jobbers, and retailers will, consequently, be lowered although sales effort and sales expense will remain approximately the same.

(g) The sale of tubes for renewals will be retarded. Users of sets will not renew their tubes until they have burned out or have physically failed in some way, whereas at present renewals are more or less frequent before the tubes reach this condition because of the better reception resulting from improvements in tubes during the past two years or so when considerable advance has been made in the scientific development of tubes.

(h) The placing of the tax upon new radio tubes and the reduced sales of tubes for the foregoing reasons will cause the revenue of the government to be very erratic instead of constant as under the present system covering all radio users. The proposed tax on tubes will also place the burden of the tax upon future buyers of tubes instead of distributing the burden as at present amongst all radio users.

(i) The reduced volume of sales of sets and tubes and the smaller volume of such sales will, in all probability, result in a reduction in the revenue received by the government in the form of the excise tax.

In addition to directing your attention to the foregoing views as to adverse effects of the imposition of a tax on radio tubes, the council of this board also desires to bring to your notice the very difficult and unfair position in which the retailer of radio equipment is placed by the present regulations with respect to the sale of such equipment. At present the retailer is required to ensure that the purchaser of a radio set already has a licence or obtains one before delivery is made of the equipment. The retailer is not permitted to absorb the cost of the licence but must show it as a separate sale if he supplies the licence. As a result, numerous sales are jeopardized through the purchaser declining to pay the additional amount for the licence. If the retailer declines to absorb the charge because of his desire to obey the regulations the sale is not infrequently lost and the purchaser goes elsewhere in the hope of escaping the charge for the licence. The temptation to absorb the tax is consequently strong and it is undoubtedly a fact that, in these days of keen competition, many retailers yield to the temptation rather than risk the loss of the sale. This is a most unfair position in which to place the retailer and should be corrected.

It is respectfully submitted that the present system of a yearly licence fee assessed against each user of radio is the most equitable one whereby the government can obtain the funds it requires for radio purposes and will produce a larger and more consistent revenue than the proposed tax on tubes. The existing method of making the retailer a tax collector for the government is wrong in principle and practice for the reasons already mentioned. In the opinion of the council of this board, the collection of the tax should be the function of a well known department of the government, such as the Department of National Revenue or the Post Office department. The Post Office department is to be preferred in view of the fact that as broadcasting facilities are extended radio will reach the most remote parts of the country and as post office accommodation is provided in even the smallest settlements, the post office would seem to be the most convenient points at which the radio users could pay the licence fee.



The relieving of the retailer from the responsibility of collecting the licence fee is most desirable, not only from the standpoint that a more efficient system of collection such as that proposed through the Post Office department would ensure a greater revenue and a more equitable distribution of the tax, but it will avoid the embarrassment now frequently caused a retailer and the unfair position in which he is often placed in relation to his competitor. The retailers, however, can co-operate to advantage in the collection of the tax by periodically reporting to the proper department of the government the names and addresses of purchasers of radios.

It is understood notification is now given by the Department of Marine on April 1st, that radio licences have expired and must be renewed prior to the 1st of May. It is submitted that if instead of this general notification an actual account were sent to radio users, the psychological effect would be most important as the bill would be a definite reminder that a debt was owing which required early attention, otherwise the radio user would be liable to a penalty. It is also suggested that a graduated fee for the first year a licence is obtained, such as \$2 from January 1st to March 31st, \$1.50 April 1st to June 30th, \$1 July 1st to October 31st, and 50 cents November 1st to December 31st, would be most helpful in getting earlier registration of those who have heretofore not had licences and remove the present inclination to defer the accruing of the licence until the next fiscal year.

Commending these recommendations and suggestions to the consideration of your committee, we are, on behalf of the council of the Board of Trade of the city of Toronto.

Yours very truly,

J. M. MACDONNELL, *President.*

F. D. TOLCHARD, *General Manager.*

Mr. G. ARLAND: The last proposal of Mr. Campbell applies to new sets only?

The WITNESS: It operates only one year. Suppose a man buys a set in October. They feel it somewhat unfair to charge him a whole year's fee.

Mr. WRIGHT: There is a good deal of merit in the suggestion. Everybody knows that from the 1st of August to the 1st of November is the big selling season of the year, and to ask a man \$2 for two or three months' use of the set is an obstacle to the securing of a licence fee from him.

Witness retired.

Commander C. P. EDWARDS called.

The CHAIRMAN: Commander Edwards, of course, is known to all the committee. He is connected with the Department of Marine, and has to do with the collection of those licence fees; and he is here to answer questions in relation to how they are collected, where they are collected and how many were collected, and so on, ad finitum.

*By Mr. Garland:*

Q. Let us start off with the statement of the Canadian Manufacturers' Association that there are some 400,000 sets operating without a licence?—

A. You will recall sir, that Mr. Campbell said that that was an estimate, and like all estimates, it is just an estimate. The only figure we have in the Dominion that can be relied upon is the figure produced by the census returns in 1931, which I have here. They ascertained that in 1931 there were 770,000 sets in Canada. In 1932 there were 121,000 sets manufactured in Canada, and in 1933 there were 112,000, which makes in round figures, 230,000 sets. As Mr. Mc-

Kenzie pointed out, and very very pertinently, there are an astonishing number of people who are putting in one of those small units. They have a main set downstairs and perhaps another member of the family wants to hear something else, and he buys one of those small sets for \$20 and installs it upstairs.

Q. Where can you buy a decent set for \$20?—A. You can do it to-day, tubes and all. There are four tubes in it. Then, there are the replacements. In years gone by people purchased very expensive sets, and they hung on to them as long as they could. From the information that we have been able to gather, a tremendous lot of people in the last two years have replaced their sets; but taking the number of sets built and adding them to the census figures, we find that in that same year there would be 761,000 plus 230,000 sets in Canada.

*By Mr. Beynon:*

Q. Which year?—A. The year 1931-32.

Q. How many licences did you issue in 1931?—A. 600,000 and some odd, I think sir. I was not going back that far. In 1930-31 we licensed 523,000 sets; the year before that, 423,000.

Q. The census returns showed how many sets in Canada?—A. 770,000, and in the succeeding year, 1932-33, we licensed 761,000.

Q. So that at the most there were 160,000 sets without licences?—A. In that year, somewhere around there.

*By Mr. McKenzie:*

Q. What was the figure you gave for 1931?—A. We licensed in 1931-32. While we say 1932, the licences are really collected in 1931. The nine months are in 1931. I am afraid I have not got the figure complete, it was about 600,000.

Q. I was just comparing that with the licence return.

*By the Chairman:*

Q. Did you break down these figures and find out the number of licences by provinces and cities?—A. Yes.

Q. And how they were standing up in reference to paying their just debts?—A. 598,358 is the exact figure for that year 1931-32.

Q. The year of the census?—A. Yes.

*By Mr. Beynon:*

Q. That would really cover the year of the census?—A. Yes.

Q. And there were 770,000 sets?—A. In the succeeding year we sold 65,000 licences more.

Q. Is it not true that there are also a lot of home-made sets throughout the country?—A. Not to-day, sir.

Q. There are not?—A. Not to-day, no, very very few.

Q. How do you arrive at that conclusion?—A. Just by information received from inspectors. I cannot recall, offhand, in the City of Ottawa, more than about two home-made sets to-day.

Mr. AHEARN: What about the west?

*By Mr. Beynon:*

Q. In the city of Ottawa that may be quite true, but out in the rural districts I think you would find a very different situation?—A. It may be, sir.

*By Mr. Garland:*

Q. You can tell very well from the sale of parts. Have you any record of the sale of parts?—A. Yes, that would be a good way to tell.

Q. Mr. Beynon may be right, but I notice a falling off in home-made sets in our district.

Mr. BEYNON: There is a falling off, but there are quite a number of them yet.

Mr. WRIGHT: The sales of the average retailer out there has been practically nil in the last couple of years.

Mr. BEYNON: The sale of parts for home-made sets? I do not know. Someone spoke to me the other day and said there were a great many of them. I have not any definite information on that.

*By the Chairman:*

Q. Commander Edwards, to get back to my question in regard to the breaking down of those figures in relation to the census, have you some figures to show where the sets were without licences, whether rural or city in the different provinces?—A. I will give you the census figures first, and the licence figures next. Prince Edward Island, census figures 3,080, number of licences 1,484; Nova Scotia, census figures 25,704, licences 26,824—an increase there; New Brunswick, census figures 15,765, licences 16,908; Quebec, census figures 150,469, licences issued 195,389; Ontario, census figures, 364,312, licences 340,347; Manitoba census figures 45,219, licences issued 47,980; Saskatchewan, census figures 55,330, licences issued 32,367; Alberta, census figures 44,363, licences issued 38,380; British Columbia, census figures 66,124, licences issued 61,368; Yukon, census figures 70, licences issued 241.

*By Mr. Garland:*

Q. How do you explain the last figure?—A. Of course, there is a spread of time there. It may be they have had a good year and bought the extra 100 sets.

*By Mr. McKenzie:*

Q. What means are used to induce people to buy licences; what do you do?—A. For the last two years the first thing we do is to get after new sets. We have passed a regulation whereby any dealer who sells a set must see that a licence has been issued for it. In other words, he is responsible for seeing that the set is properly licensed.

Q. I was in a place last summer where the people had been the owners of a radio set for a good many years. I said something about a licence. They said, "Why, is there a licence for a radio? We have never heard of such a thing."—A. The heaven is slowly working. We have another regulation to the effect that every man who services a set has to report it. He has to see that it is licensed. Now, every set goes out of commission once in a while, every two or three years, and the moment it has to be serviced or goes to the service shop, we either get the licence sold or the name and address of the owner, and in that way we are able to get information on the number of unlicensed sets. Once an owner gets on the list he cannot get his name off it unless he has demonstrated to one of the officials of the department that he no longer owns a set.

Q. I am not surprised by the returns in the province of Saskatchewan. I know the people are not getting licences simply because they do not know where to apply for them in many cases, in the province.

*By Mr. McLure:*

Q. Can the department collect licence fees, or have they ever collected licence fees when the owner of the set refused to pay?—A. Well, of course, you then come to the enforcement of the act. In those hard times it has not been our policy to prosecute a man until we satisfy ourselves he absolutely refuses to pay. That brings up an issue to which the committee might well give some consideration.



Q. As I understand it, no fee has ever been collected in that way in Canada?—A. Oh, yes, a large number of them. We have had several thousand cases in the last few years. But the point is, that to-day so many people are on relief, that we must exercise some discretion in administering this law.

*By Mr. Wright:*

Q. You say licences have been collected? Do you mean by recourse to the courts?—A. Since the act started, we have had perhaps 3,000 prosecutions.

*By Mr. Garland:*

Q. Since 1930?—A. No, not since 1930. Unless there has been a deliberate refusal, we do not go to court.

Mr. AHEARN: Who undertakes the prosecution?

The WITNESS: Departmental officers.

*By Mr. Beynon:*

Q. Is it not a fact that in a great many cases the inspector goes around and tells them if they do not get their licence they are going to be prosecuted? Do they then buy them?—A. He uses every persuasion; we will put it that way.

Q. There are cases where that is done, and the licence fee is paid?—A. Yes. Of course, once we have advice of a set then the name and address of the owner becomes a matter of record, and it is our business to see that he does get a licence, which we endeavour to do once he is on our list.

*By Mr. McKenzie (Assiniboia):*

Q. It is not the set that is licensed, it is the owner?—A. Yes.

Q. Take the case of a man who has two or three sets and only buys one licence?—A. If the sets are on the same premises and operated by his own family he has only to buy one licence.

Q. And what about an apartment block?—A. If a man is a boarder and has a set on the premises he has to have a licence. I think under the law it becomes a separate residence.

*By the Chairman:*

Q. What about a hotel where there is a set in every room?—A. They buy one licence for the whole hotel.

Mr. GAGNON: That hardly seems fair.

Mr. BEYNON: That would account for a great deal of the discrepancy.

The WITNESS: In the case of an hotel, there is usually just one set down in the basement. They have only a loud speaker in each room and that is beyond our control, a loud speaker corresponds to an ordinary telephone instrument and is beyond our jurisdiction which is limited to radio. But if the hotel had an actual radio set in each room, you understand, from which they could receive messages from the air then we would charge them a \$2 licence fee for every such set.

Mr. MCKENZIE: If I have a telephone in my house and put an extension upstairs I have to pay for the extension.

Mr. AHEARN: That could be provided for by the Act.

The WITNESS: It could easily be amended.

*By Mr. Beynon:*

Q. In the case of a man having an automobile with a radio, as well as having a radio in his house, what happens in that case?—A. We allow him one automobile set with his house licence. That authorizes him to operate a set in his automobile.

Q. Well now, why should that be, can you tell me?—A. Not the least of our difficulties is the licensing of an automobile set. It is a somewhat awkward thing to check. You have got to stop the automobile to see if the owner has a set in it, and then find out whether he has a licence or not. Another point is, that our people are very anxious that American automobiles coming into Canada should be allowed to use their automobile sets, without taking out a licence, particularly when they come in, say, for twenty-four hours, and it has been decided as a matter of policy by my Minister that American automobiles coming in here should be accorded this privilege, and it was further decided that if we are going to extend that privilege to people coming in from the United States we should extend it to our own people as well.

Q. In connection with an automobile licence, an American tourist can drive in here with an American licence on the car, he is permitted to drive through every province; he can drive from Saskatchewan to Ontario if he happens to be a resident of Saskatchewan with his Saskatchewan licence; but that is no reason why a man in Canada should operate two automobiles with only one licence set.—A. No. However, that is a concession to the Canadian operator of an automobile that he can have an automobile set in his car if he has a licence for a radio set in his home.

Q. I know a very good friend of mine who has a radio in his apartment and a radio in his automobile; there are just two of them, himself and his wife; she sits at home listening to one and he is touring around the country listening to the other.—A. It is purely a matter of policy; and this is the policy established by the government.

*By the Chairman:*

Q. Is there any reason why the radio set should not be licensed instead of the proprietor, the same as an automobile is licensed?—A. There are certain difficulties in connection with that. The law officers of the Crown have been consulted on this question, one of the difficulties is to identify the set. With regard to an automobile you can identify it fairly well but a radio set is very difficult to identify.

*By Mr. Beynon:*

Q. Why can you identify an automobile better than a radio set?—A. Well, for instance, by the number of the engine and the number of the automobile.

Q. Are the sets not numbered?—A. No. They may however have the serial number of the maker on them.

*By Mr. McKenzie (Assiniboia):*

Q. Would you care to express your view in connection with a tax on radio tubes?—A. We have explored that on and off for almost ten years. It is a most attractive looking proposal. The difficulty is this, to-day you are faced with the requirement of making a million and a quarter dollars revenue, but as we see the picture, the organization which parliament contemplated, with the Radio Commission and the general radio set up, will require more money than \$1,000,000 per annum to run things satisfactorily. I think I made the suggestion at the previous committee that you cannot hope to run such a service as that contemplated for \$1,000,000 per annum, and as times improve, and this organization develops, we will have to collect an amount of the order of two and a half million dollars per annum, that is, if and when the proposed full scheme as recommended by the first committee goes into effect. That, naturally, is at the pleasure of parliament.

*By Mr. Benyon:*

Q. Well now, a tax on tubes, would it be hard to collect that amount of money?—A. That is the point. Here are the statistics on tubes, in 1928 they made one million and a half; in 1929 they went to nearly three million; in 1930 it was three million one hundred thousand; in 1931 it was three million three thousand; in 1932 it went down to two million seven hundred thousand and last year it went down to one million seven hundred thousand. These are round figures.

*By Mr. McKenzie (Assiniboia):*

Q. The main objection you have is the uncertainty of the amount to be collected.—A. I am not objecting to it, I am merely viewing the situation. I have here a note from the Northern Electric Co. Radio tubes are used by the Bell Telephone Company, as you understand, for all their Transcontinental lines, and their desire is to get a tube that will last a long time, and the tube they have today has an average life of eighteen thousand hours. The ordinary radio tube as manufactured today is intended to give a useful life of about one thousand hours, or one year's operation. That is the period they have in their minds. As a matter of fact, a tube does last much longer than that and there are many sets which have been in use for five years, but there is nothing in the world to prevent the manufacturers making a tube that will last eighteen thousand hours or the equivalent of eighteen years. The moment you put a tax on tubes and one of the order necessary to raise \$1,250,000 that is 75 cents or \$1 per tube, you are face to face with a problem. The next point is that the manufacturer can in one envelope—I am talking of a glass envelope—put in the equivalent of several tubes. There is no difficulty in putting three tubes into one envelope and that presents another problem. In other words, instead of buying three tubes you would just buy one.

*By Mr. Garland:*

Q. What do you think, Commander, of the proposal to tax the sets on the strength of the sets themselves or the number of tubes they carry? A. I think the idea has a great deal of merit, if it can be put into practical effect, that is you could have to work out the problem of collecting the tax. A man goes into a store to buy a radio licence. He does not know how many tubes there are in his set, as a general rule he isn't interested, and he might say it has three tubes when it actually has ten, and it would mean that we would have to send a man to every house to examine the set and see how many tubes the set has in it. I am afraid the cost of doing that would offset the financial advantage that would accrue to us, because you will appreciate it is quite impossible to send inspectors to eight hundred thousand houses.

Q. I appreciate the fact that you are raising practical difficulties, very definite reasons. Have you any proposal of your own to make?—A. This tube business was discussed before the Aird Commission and the view was then expressed that a small tax on tubes would be a most useful asset. For instance, we have a license fee now of \$2. If we want to get an extra \$500,000 then I would say that a 25-cent tax on tubes would be a simple way of getting it without raising the fee; that it would be an extremely simple tax to collect. I consulted with the Excise Department and find that they already collect a 5 per cent business tax from the tube manufacturers and it just means adding 25 cents more. Suppose we say two million tubes is going to be the annual average, 25 cents will give you half a million dollars, or the equivalent of raising the licence fee 40 or 50 cents.



*By Mr. Gagnon:*

Q. Could you tell how much you have collected in the last two fiscal years?—A. Yes. Net collections, that is the net amount accruing to the department after paying commissions to the dealers is \$1,407,921.05.

Q. For what year?—A. That was for the year 1932-33, the first year the commission was in existence. For the current fiscal year the final figures are not in, but we have the figures for eleven months and can make a close estimate. Our estimate is \$1,297,500. We are down this year about \$100,000.

Q. Is that not surprising in view of the number of sets supposed to have increased?—A. Yes. We have encountered some difficulties this year. We had a radio case in Windsor. The validity of the Act under which this revenue is collected was challenged. The case had many delays but finally came before the Supreme Court of Ontario in March, when we obtained a favourable judgment, but by that time it was too late to undertake many prosecutions in respect of last year. The case was very much advertised in Ontario, and to that I attribute the major proportion of this reduction in revenue.

Q. Can you tell me what sums have not been expended out of the whole sum collected?—A. Do you mean since the Radio Commission started?

Q. Yes, since the commission started?—A. The commission was formed in the fiscal year 1932-33, two years ago, when the Act was passed, so I think it is only reasonable that we should credit them with all the revenue collected for that year. We started to collect revenue as of April 1 and the Radio Commission Bill, if I remember rightly, was passed on May 24, so I propose to accord them the benefit of the whole of that year. The net amount collected was \$1,407,921. The cost of collection and of the cost of local electrical interference service amounted to \$235,301.15. The Radio Commission itself expended \$149,296.92, which leaves a balance available now in the hands of the Receiver General for the year 1932-33 of \$1,023,322.98, so that there was carried over to this year in round figures \$1,025,000. For the current year, that is, for the year just ended, 1933-34, the estimated total of revenue is \$1,297,500. The cost of collection and the local interference service, estimated cost, \$249,000. We have no figures of the expenditures of the Radio Commission for the year but assuming they are going to spend the whole amount voted them, viz., \$1,025,000, it will leave a balance available this year of the order of \$25,000, so the total amount available to the commission on the two years' operation is \$1,046,822.98.

Q. There was a sum of \$1,000,000 voted in the House of Commons a few weeks ago?—A. That is for the ensuing year and will come out of this year's revenue. It does not enter into this picture.

*By the Chairman:*

Q. So there is actually now collected from the licence holders of Canada how much?—A. \$1,046,822.98, plus whatever balance the Radio Commission have on last year's operations, if any.

*By Mr. Garland:*

Q. You have no way of breaking down the costs to your department?—A. Yes, sir, I can give you the costs if you wish. I prefer to take the figures for the last fiscal year, 1932-33, viz., \$235,000; I have got that year complete. Cost of sale of licences, Mr. Garland, \$74,218.89—for administration.

Q. That is the cost?—A. Yes, and the cost of the local interference service was \$161,082.26. The estimated amounts for the year 1933-34 are as follows: Sale of licences \$70,000, and interference service \$179,000.

Q. Would you give the committee the exact method of collecting the licences?—A. Yes. We appoint radio dealers as our agents, and we allow them

a commission of 15 cents. They pay cash for the licence book which they purchase locally from the local superintendent and pay us cash at the rate of \$2 per licence less their commission of 15 cents.

*By Mr. Ahearn:*

Q. Who is the local superintendent, is he an official of your department?—A. Yes. The Dominion is divided into divisions for this purpose; we have divisional inspectors in the Maritime Provinces, Montreal, Toronto, Winnipeg, Regina, Calgary and Victoria. Each of these divisions in turn has sub-inspectors. For example at Saint John, N.B.; Quebec City; Sherbrooke; Ottawa; Kingston; Windsor; London; Kitchener; Hamilton; North Bay; Fort William; Moose Jaw; Saskatoon; Edmonton; and Vancouver; we have in all, sir, 23 permanent establishments throughout the country.

Q. Who is the local superintendent at Ottawa?—A. It is a small division, sir, and the licence section is under a gentleman called Mr. Whiteside.

Q. Is he an official of your department?—A. Yes, he is an official of your department. We appointed 3,918 radio dealers last year, and on a 15 cent commission basis they sold 479,997 licences, or 62 per cent of the total licences sold and we paid them in commissions \$74,733.45. Our next avenue of distribution is the banks. We have 137 banks who sold 18,620 licences on a 15 cent commission basis, or 2.4 per cent of the total.

*By Mr. Garland:*

Q. The same basis as the dealers?—A. Yes. We also had 4,188 Post Offices. Mr. Campbell gave the impression that the post office did not come into this picture; they are most emphatically in the picture, and we have used the post offices to the greatest possible extent, the post offices have sold 150,429 licences or 19.7 per cent of the whole. In the staff post offices we paid a 5 cent commission, and in what we call the accounting post offices where the postmaster gets no salary and works on a commission; we pay him the standard commission of 15 cents. There were 292 divisions of the Royal Canadian Mounted Police who sold 7,337 licences; they received no commission in 1932; they now receive a commission of 25 cents per licence. They sold .9 per cent of the total. Next we have our own radio inspectors and agents, and headquarters, who issued in round figures 15,000 licences with no commission. And finally we have the house to house canvas which was instituted a year ago with the idea of building a complete list of names of set owners in the Dominion. These men operated on a commission basis of 40 cents per licence. They visited every house as far as they could in Canada, and reported whether there was a radio set there or not, and whether it was licensed. Where it was not licensed they endeavoured to sell a licence or we assisted them to do so, in 1932-33 there were 153 supervisors operating on this basis who sold 87,688 licences. The total amount paid in commissions for all this service to outside people for the year 1932-33 amounted to \$128,422.77.

Q. The outside cost of collecting licences, or the total cost was how much?—A. The total cost for that year was \$206,591.15, an average of 27.12 cents per licence.

Q. Mr. Chairman, I confess I am a little confused here. The first statement was \$74,000 in connection with licences and we now find it to be \$206,000.

The WITNESS: I think you asked me how the \$235,000 was made up and I stated that it was \$74,000 for administration and \$161,000 for interference suppression.

*By Mr. Garland:*

Q. The actual cost then of collecting the licences is \$206,000?—A. Yes \$206,591.15.

Q. Why have you this 25 cents licence commission for the R.C.M.P., and only 15 cents for the others?—A. That is the figure which has been fixed for this year.

*By Mr. Gagnon:*

Q. Was not that because they have long distances to cover?—A. Yes, and because of the accounting work involved.

*By Mr. Ahearn:*

Q. They have to travel in some instances?—A. Yes, quite extensively. In short, that was the figure which was fixed after due consideration and a discussion of the situation, between the department and the R.C.M.P.

*By Mr. McKenzie (Assiniboia):*

Q. What would you recommend as having produced the best results, and as suitable policy to apply?—A. We have explored this matter with great care, and we have had the advice of the experts of the Civil Service Commission, the Auditor General's office, and of the Comptroller of the Treasury; and my opinion is that of all the schemes put forward, the present basis should not be lightly abandoned. I am afraid that we have also reached the conclusion that unless we undertake a reasonable number of prosecutions, we will not materially improve the situation. In other words, some 500,000 people each year will go to the post offices and the dealers and buy their licences, but the balance will not buy until either solicited or pressed in some way; they will not be bothered about it; they regard it as a nuisance tax, but they will buy when they see their friend's name in the newspaper as having been before the magistrate as having paid a fine of \$10 and \$2; and that is the effective and economical way to collect the licence fee.

*By Mr. Ahearn:*

Q. What happened in this case in Windsor about which you are speaking?—A. We finally secured a favourable judgment in the Appellate Division of the Supreme Court of Ontario.

Q. It was appealed?—A. It was appealed.

*By the Chairman:*

Q. And there is no starting again?—A. No.

Q. You just said a while ago that the difficulty with respect to taxing the set instead of the owner would be in identifying the set; apparently it is easier to identify the owner—I wonder which is the worst; the set would not appeal your fine anyway?—A. No, it would have that advantage.

*By Mr. Beynon:*

Q. There could be some way of having the sets numbered so that they could be identified?—A. It could be done, but I do not think it is necessary.

Q. I mean, in order to tax the set. One owner might have two sets, and then he would need two licences, or he might have more?—A. Yes.

*By the Chairman:*

Q. If it were necessary licences might be pasted on the back or inside of each set every year. That would make it impossible for a man to have one licence for two sets. He could not change it so easily?—A. No.



*By Mr. McKenzie (Assiniboia):*

Q. If the owner has to affirm when he buys his licence that he has only one set, would not that be a better way of restricting that than trying to identify sets by number?—A. Either way is practical—licence the set or licence the individual. The law officers of the Crown consider, and I think the department agrees in that opinion, that it is more practical to licence the individual.

*By the Chairman:*

Q. Would you prepare for us, Mr. Edwards, a memo. on the question of licensing sets and individuals, so that we could submit to the law officers of the Crown for an opinion and report?—A. Yes.

*By Mr. Garland (Bow River):*

Q. On that suggestion of licensing the set and having 25 cents on the tubes —?—A. That would bring in on last year's basis at 25 cents a tube a total of about \$400,000.

Q. I mean, in connection with the Doctor's suggestion, that you put in writing whatever changes in the Act would be necessary, so that we may submit that also to the law officers of the Crown?—A. I am not quite clear; you wish a memorandum first of all in regard to whether the set or the owner should be licensed.

Q. Yes?—A. And the second one is, what changes we have to make to put into force a tube tax.

Q. Yes?—A. That would have to go into the budget, this year's budget; and placed in there as a special tax to be collected by the Excise Department.

*By Mr. Beynon:*

Q. What are your reactions to the contention of Mr. Campbell as to the pyramiding of that tax?—A. I have some figures here which I produce with some diffidence—I quote them from the Dominion Bureau of Statistics (they are not my figures)—and according to these there were in 1933, 112,273 sets and 1,731,569 tubes produced. The factory selling value of these tubes is given as \$1,023,364, which makes an average value for a tube at the factory of 62 cents. Now, we examined several standard sets on the market, 12-tube sets and 6-tube sets, and so on; and we found that in the average set, the average retail value of those tubes average \$2.34.

*By the Chairman:*

Q. Some price spread there?—A. These are not my figures, you understand gentlemen; I am simply quoting the figures. We found the average price of tubes on General Electric sets was \$2.34; and on Stromberg Carlson sets \$2.61—a different type of tube, no doubt and possibly a little more expensive. We can file the tube price list with the committee, if you wish it.

*By Mr. McKenzie (Assiniboia):*

Q. I would say from the evidence produced that a tax on tubes would not be feasible, and would not be productive of any good results?

The CHAIRMAN: Well, I think it is fair to the committee that this be filed, so that the committee may study the evidence.

*By Mr. Garland (Bow River):*

Q. Did I understand you aright a few minutes ago, when you were discussing complaints and the recommendations of the committee of two years ago, that that could only be carried out with prospect of success if in addition to the \$2.00 licence fee we impose a 25 cent tax on tubes?—A. No, sir. The point I

was trying to make was that while the commission are operating to-day within a limit of \$1,000,000, we all know that to operate the service with the high-power stations contemplated by the last committee and to give programs of 16 and 18 hours a day cannot be done on \$1,000,000 per year. The figure I have in my mind is at least \$2,000,000, and I think it would probably need more than \$2,000,000, and accordingly if the committee decides to rely on a tax on tubes it would require a very high tax or it will be necessary to continue the system of licensing to ensure a dependable amount of revenue each year.

Q. I suppose your plan is to retain the present licence fee of \$2.00 plus 25 cents per tube?—A. Suppose the committee decide they are going to give the commission some more money; suppose you need something in the order of half a million dollars; we can collect from licence fees around a million and a half—perhaps a little more and half a million on tubes without raising the licence fee, we are going to go very much to work this year now that it is all clear, and we contemplate a few prosecutions; we have a large list of names on our books of people who have not paid their licence fees for last year.

Q. That proposal would probably be the best way of raising the necessary revenue?—A. It might give them an extra \$500,000. It would appear to me to be entirely practicable, and would not I think work any great hardship on the tube people. I hesitate to recommend more.

Q. But you would be willing to do that?—A. I would say it is practicable. Far be it from me to say what effect Mr. Campbell's idea of pyramiding, and that sort of thing, would have; I would not be competent to pass judgment on that. I would say it would not do any harm, and it would be a useful way of getting an extra \$500,000 without having to increase the licence fee.

Q. On the question of enforcement, have you any suggestions to make with regard to complaints with respect to these electro-medical appliances?—A. That is a question which we have discussed at length, as to whether the government should take the power to enact a law which would compel the users of electrical apparatus to operate that apparatus so as not to cause interference. Probably the biggest problem in Canada to-day is in connection with the electric street railways. If we had a law whereby we were authorized to order everybody not to make any local radio noise during periods when people are using their radios we might have to stop all the street railways in the country.

Mr. AHEARN: I object to that.

THE WITNESS: We hesitated to recommend legislation because we have found that in most cases where there is a noise, it is almost unheard of for the man is responsible for it, once it has been brought to his attention, to be unwilling to set it right.

*By Mr. Garland (Bow River):*

Q. But you have some cases on hand in which you have recommended the shielding of these electro-medical sets in which there has been unwillingness on the part of the owner to make a change?—A. Yes, we have had such cases.

Q. What do you suggest in that regard?—A. We find that in practice they either get shielded and that ends the trouble, or they agree to work the sets at hours when they will not interfere with the listener.

Q. You have had a serious complaint from Vancouver?—A. Yes.

Q. In connection with this your radio inspector at Vancouver, Mr. Bowerman, states in a letter:

Your later letter has been forwarded to Ottawa with endorsement from this office recommending that legislation be passed covering this matter. We have done so previously and understand our Department is keen and anxious to get legislation into force whereby this type of interference can be kept under control.

A. The department would like to have that authority and we would endeavour to use it with great discretion. You cannot give us authority unless you make it comprehensive—to an extent that rather overwhelms me, shall I say.

Q. This man is operating at all hours, he operates in the evening at 7 and 8 and 9?—A. I would like to have authority to stop him.

Q. It is in a case like that that you would require authority, where there was unwillingness to co-operate?—A. Yes.

Q. What do you propose in that authority?—A. If the commission is prepared to recommend it, as I say—.

*By the Chairman:*

Q. At the present time all the right you have is to locate the trouble, and advise as to the method by which it can be corrected, and they can correct it if they wish?—A. They can correct it if they are so disposed.

*By Mr. Garland (Bow River):*

Q. Here is a case where a man runs his apparatus at all times of the days and nights, when all his neighbours' sets for blocks around are in use—the times are all indicated here; 6:05, 7:10 o'clock and 8:10—?

*By the Chairman:*

Q. In such a case could not the operator be brought up as a public nuisance?—A. I do not think so.

Mr. GAGNON: That is not possible, if they operate within the law certain types of apparatus necessary and useful to their business, I do not think they could be considered as operating a nuisance.

Mr. GARLAND (*Bow River*): Mr. Chairman, I think we ought to keep that in mind.

*By Mr. Beynon:*

Q. In your opinion such authority to be of any value to you would have to be very wide?—A. I think so.

Q. Do you think, if you had that power, it would be likely to get you into difficulty? For instance, we will take the street railway—you might use your authority to stop them, and the public use them all the time?—A. Authority such as I contemplate would I suppose give us the power to stop Mr. Ahearn—

Q. That is why you fear that power?—A. I did not say we fear it; but we hesitate to recommend it.

Q. It might cause complications?—A. It might cause the minister embarrassment.

Q. You say you are stopping this evil; you are not stopping the street railway—that is the trouble that would arise?—A. Yes.

*By Mr. Garland (Bow River):*

Q. Is it not true that most of the complaints you are receiving and where you find it difficult to get correction because you lack the authority for enforcement, are not so much those caused by the street railway?—A. Of course, people appreciate that you cannot shut a street railway down.

Q. Therefore, you would necessarily have to have legislation prepared in such a way that it would not embarrass the operations of street railways?

Q. Don't you think we could make an amendment to the Act which would give you certain powers with respect to these electro-medical instruments?—A. I think you might possibly limit it to certain things, say the elimination of



interference from specific sources such as household appliances, electro-medical apparatus, flashing signs and public things of that nature but limit the power in the case of certain utility companies—for instance, we have one power line of over 120 miles which causes interference over its entire length and we could not shut that down. It is a high tension line, I think, down in the province of Quebec.

*By Mr. Gagnon:*

Q. Do you know what company it is?—A. I could not say without looking it up. The only way this particular trouble could be overcome would be by rebuilding the line, and that would take a very substantial sum of money; the trouble is the insulators flash over—spitting—and when that condition is present it causes bad interference.

*By Mr. Beynon:*

Q. Is it an obsolete installation?—A. No, it is perfectly good; 100 per cent.

Q. I mean, is it obsolete in the sense of not being modern?—A. Not being up to date, if they built it today they would not have that trouble.

Q. You mean, it was built before radio started?—A. That is the idea. We have done a considerable amount of research work on the design of insulators, and all kinds of things.

Q. This is different from the man with the electro-medical appliance; you say that this would entail an enormous expenditure to rebuild that line?—A. Yes.

Q. That is operated by a large company. But this fellow with the medical equipment which he uses personally finds it just as onerous a burden. That is the thing you will be up against when you start enforcement?—A. If parliament is prepared to leave to the discretion of the department the administration of an Act such as this, we would try to administer it in a sensible and sane way.

Q. There is no doubt about that?—A. Of course, when you give these powers to an individual, you have got to know who your individual is.

*By Mr. Gagnon:*

Q. Might I ask Commander Edwards if the United States have similar legislation?—A. No, there is no federal legislation. The railway commission of California however makes this statement:

#### *United States State and Municipal Regulations*

Extract from report of Railway Commission of the State of California, December, 1930:—

Some states and many municipalities throughout the United States have enacted laws and ordinances which seek to prohibit the use of equipment and devices which create interference, to restrict their operation to certain hours of the day, or to compel the attachment to them of corrective devices known as "chokes" or "filters". The States of Maine and Vermont have passed such regulatory measures. There are approximately twenty-eight cities in Southern California and six in Northern California with such ordinances.

Q. Do I understand that these laws which are passed in some of the States are fairly drastic?—A. Fairly drastic.

Q. Could we not adopt legislation along the same line?—A. We might.

*By Mr. Ahearn:*

Q. Do the people who operate radios in the United States pay no licences at all?—A. No licences at all.

Q. Do the sets pay any licences to the government?—A. No, there is no federal licence fee in the United States.

Q. They get their radio for nothing?—A. Yes.

Q. A good place to live.

The CHAIRMAN: I would just like to carry on from there, Mr. Ahearn, and observe that radio owners in the United States get nothing free—it is just added on to the cost of goods in the form of advertising.

Mr. GAGNON: In Australia, I understand, that the licence fee is more than \$6 a set for the owner.

Mr. GARLAND: And some of the propaganda that appears to exist down there and gets out over the radio would not justify your optimism.

Mr. AHEARN: Yes, but the 750,000 people who have licences would like to be relieved of the \$2 they must pay in fees.

Mr. GAGNON: If the commission is given a free hand it may have revenues in the course of a few years which will dispense with licence fees.

Mr. GARLAND: Would there be any objection to the Commander preparing draft clauses for our consideration covering the protection of the public from the interference caused by these electro-medical appliances.

*By the Chairman:*

Q. Could you do that?—A. Yes.

*By Mr. Garland:*

Q. Don't make it too sweeping, Commander; you don't have to cover street railways?—A. We will try to cover the more limited sphere you have in mind.

Q. You have had the most difficulty, of course, with these electro-medical, violet-ray machines, and things of that kind?—A. Things like that. However a process of evolution is going on. To-day the manufacturer builds his machines in such a way that they will not cause interference. We have emphasized that point in working out the electrical codes, and to-day before the Hydro-Electric will have an appliance approved, they check it up—say it is a sewing machine—to see that it is built in such a way as not to cause interference.

Q. Have you had many complaints from radio users in the west as to hetrodyning as a result of the reallocation of wave lengths?—A. We have had nothing to do with channels for two years; and I would not be competent to give an expression of opinion on that particular question.

Q. Have you been able to clear up that case in Montreal where objection was made to the conduct of one of the inspectors?—A. I presume that would be a man employed under one of our supervisors.

Q. Will you take this correspondence, and get a reply to it?—A. I will be glad to. We had a case down there of a man who was extremely rude, but such action will not be tolerated for a moment once it comes to our attention.

*By Mr. McLure:*

Q. Referring back to the matter of the 25 cent tax on tubes; if you collected all the licence fees on all the sets you would not require that 25 cents extra in order to make up your \$500,000?—A. I am not suggesting that you want \$500,000 more this year, because I do not know what the committee has in its mind; but if you do then I suggest that is one way you could do it. I strongly query the figures put forward by Mr. Campbell. I do not think there are 1,200,000 sets in Canada to-day. When we were sitting here two years ago some gentlemen came up and said there were 2,000,000 sets in Canada. All I could say was that I did not think there were. The census came along within six months and said there were 770,000. Our estimate at that time was 800,000 sets. I think to-day there are around 850,000 sets in Canada. We cannot hope to get them all. In addition this year we find a great number of sets owned by poor unfortunate people on

relief who are getting some entertainment out of their sets; it is the one thing left to them, and they just keep on using them as long as their tubes last. They get a lot of comfort out of it, and I do not think it would be the idea of this committee that we should go into a house and say, we want \$2 for a licence, or out goes your set.

Q. It seems to be a serious objection that the department should require dealers to collect the \$2 tax before they are committed to sell a set to the public?—A. The dealer selling radio sets primarily is selling the medium through which radio concerts can be received. That is what the man is buying a set for. If there were no radio concerts, there would be no sets to sell, if there were no \$2 fee collected, there would not be any concerts, so he is not in a line of business that could be compared with ordinary business.

Q. You would compare it with the automobile business?—A. I do not think so.

Q. And you think the onus should be on the dealer to collect the fee?—A. With automobiles every policeman in the country is on the lookout to pick up any machine which operates without a licence.

*By Mr. Beynon:*

Q. That is quite different, they are out on the open highway?—A. A man may have a radio set away in some back alley with no antenna. It should not be considered onerous on the dealer, and I would be very sorry to see that go. I find this obligation we placed on the service men a most useful thing, because every set has got to be serviced sooner or later. As soon as a set is serviced we know about it.

*By the Chairman:*

Q. Might I make a suggestion as to another method that has been discussed; that of appointing one man in each community to be in charge of the collection of licence fees, in a manner much similar to that which is applied in connection with automobile licences?—A. Well, our policy on that is very elementary. We say that the more outlets we have for the sale of licences, the easier we make it for a man to buy the more licences we will sell. Our figures show that we now have a total of 8,758 different agencies selling licences.

*By Mr. McKenzie (Assiniboia):*

Q. All on commission basis?—A. Yes, practically all.

*By Mr. Wright:*

Q. Do you communicate with post offices all over the country?—A. Yes.

Q. Are they all automatically issuers of licences?—A. All accounting post offices, the offices which sell money orders.

Q. It seems to me that in the outlying districts that would be the best source for getting licence fees, every one goes to the post office?—A. The post office goes everywhere. We use it to the fullest possible extent and have the greatest co-operation from that department.

*By Mr. Garland:*

Q. Do you not feel that the percentage cost of collection is pretty high? Have you any prospect of bringing it down?—A. We are getting it down, this year we think it will be about 24 cents per licence, last year it was 27 cents.

The CHAIRMAN: Well gentlemen, it is nearly one o'clock and I think we had better adjourn until four o'clock this afternoon.

The witness retired.

The Committee adjourned at 12.53 p.m., to meet again this day at 4 o'clock p.m.



## AFTERNOON SITTING

The Committee resumed at 4 o'clock, p.m.

The CHAIRMAN: Gentlemen, we will come to order. Commander Edwards, will you resume, please, for a moment?

Commander EDWARDS, recalled.

The CHAIRMAN: When we adjourned just before 1 o'clock Commander Edwards was giving us some information.

The WITNESS: Mr. Chairman, this morning Mr. Campbell raised a point the importance of which you may not have been impressed with, and that is the establishment of a varying licence fee for different periods of the year. In theory it is an excellent idea. In the case of an automobile, if you run it for a year you pay a year's licence, and if you only run it half a year you pay half a year. Now, the difficulties in administering a varying licence fee are enormous. On the other hand, there is no question that a lot of people do buy sets around Christmas time. That, in fact, is when the peak of sales take place. These people object very strenuously to paying us \$2 for the three months balance of the year, and the solution which I put forward to the committee now is that the licence be made valid for one year from the date of issue. If we issue it in December it would be valid until the next December. We have not done that so far for the reason that it would cost more to administer. Instead of keeping our licences for the city of Toronto in, say, one drawer, we would have to have twelve drawers, this means buying more plant and probably employing one or two more clerks.

Mr. BEYNON: Commander Edwards, in view of the fact that the licence fee is comparatively small anyway, do you think we would be justified in recommending that that be done? It would entail a tremendous amount of work.

The WITNESS: A tremendous complication.

The CHAIRMAN: How would this do: in the case of a new machine bought in the last two or three months of the year the licence at that time would be granted for the following year?

The WITNESS: In that case you would give a man fifteen months on his licence purchased for one year.

Mr. MCKENZIE: The licence is not for the machine; it is the owner of the machine who is licenced, and the trouble in that regard is over because the radio to-day is in practically every home or, at least, in a large proportion of the homes.

Mr. BEYNON: No.

The WITNESS: There are one million nine hundred and some odd thousand residences in Canada according to the last census.

*By Mr. Beynon:*

Q. You said there were eight hundred and some odd thousand sets?—A. We have 800,000 radio sets, so you are getting to very nearly one set in every second house, and more than one set in every third house to-day.

Q. It is pretty high.—A. The actual figure works out 73.5 sets per thousand people in Canada.

Mr. WRIGHT: Do you say that would include apartments too?

The WITNESS: I understand that even a single room is a dwelling under the census.

Mr. BEYNON: And suppose licences were issued good for fourteen months?

The CHAIRMAN: Only on new sets.

Mr. BEYNON: Yes.

The CHAIRMAN: It is more to help all those poor manufacturers and the Christmas business.

The WITNESS: It is the point.

*By the Chairman:*

Q. They are called upon under present conditions——A. —to pay \$2.

Q. For that licence, and it is renewable immediately after the new year. So, in actuality, when a set is delivered in the last days of December he is supposed to take out a licence before he can let that set go out?—A. Yes and pay two dollars.

Q. Two dollars, and the price of the Christmas set?—A. Yes.

Q. It would look to me as though some adjustment could be made there for the last month or two.

Mr. BEYNON: I think to follow out that other suggestion and have the year end on the date of the issue of the licence would involve such a tremendous amount of work on the department that the game would not be worth the candle.

The WITNESS: Were the licence fee raised at any time I think we would have to do that, but at \$2 we are sort of on a border line; it is not very much. Say he pays \$80 for a set, there is no reason why he could not pay a two dollar fee for three months entertainment. The British system is one year from the date of issue, fee \$2.50.

*By Mr. Wright:*

Q. From the 1st of November or December?—A. Right through the year.

Q. If you follow the point suggested by Mr. Beynon?—A. That would be a matter for consideration.

*By Mr. Beynon:*

Q. On a new set only. The licence ends at the end of December now?—A. What is your thought, then—to carry on to the next year? We now arrive at December and this man has a licence which has expired. Do we renew it for another year?

Q. Yes, renew it for a year?—A. You are coming down to our year from the date of issue, but you are only going to apply it for the months of January, February and March.

Q. Only on new sets?—A. Every set is new at some time.

Q. That is true?—A. He gets 3 months free use of his set.

The CHAIRMAN: Take sets bought in November or December, for instance.

Mr. McLURE: New or second-hand? If second-hand, then there is the transfer of ownership.

The CHAIRMAN: I have in the back of my head that we are going to discuss this matter of licensing machines pretty much before we are through.

The WITNESS: For your information I would say that on last year's sale of tubes it would take a tax of 81 cents per tube to yield the revenue we collect on the licence system. On 1,700,000 tubes you would have to put a tax of 81 cents per tube to give you \$1,400,000.

*By Mr. Ahearn:*

Q. Would that apply to the tubes no matter what the cost happened to be?—A. Yes, per tube.

Q. Eighty-one cents per tube?—A. Yes.

Q. And what are the cheapest tubes you can buy?—A. These tubes averaged together are shown in the statistics as being worth 62 cents each.

Mr. McLURE: The cost?

The WITNESS: The average value of the tube at the factory. The average retail price would be around \$2.30.

Mr. GARLAND: You have no longer any control over short wave broadcasting?

The WITNESS: No, sir; nothing to do with actual broadcasting at all, sir.

ERNEST VANDRY, called.

The CHAIRMAN: Proceed, Mr. Vandry.

The WITNESS: Your invitation was sent to Mr. G. A. Vandry, the president of our company. Unfortunately, he is ill. I am Ernest Vandry, vice-president, and I took advantage of this invitation.

The CHAIRMAN: You are from station CKCV, Quebec city?

The WITNESS: Yes. Gentlemen: I regret to have criticism to offer the radio commission, and beg the permission to go as far back as 1930 so as to be more explicit, and prove the wrongs which we have suffered.

In peace and harmony, from 1926 to the latter part of 1930, we operated CKCV, on a joint frequency with CHRC. The broadcasting time then, being equally and justly divided between the two stations; CHRC, was then the property of Mr. Emile Fontaine and CKCV, was owned by Vandry Inc. I fairly recollect the friendly relations existing between us, often by mutual consent and for our reciprocal advantages, we used to change our broadcasting time and on many occasions, we lent to one another equipment to permit the other to go through with a certain contract, in brief, all was friendly.

After the elections of 1930, Mr. Thomas Maher, on more than one occasion travelled to Ottawa, and he personally obtained for CHRC a free channel: This was the first change in the Quebec situation.

In the fall of 1930, we had been requested by the Quebec Provincial government to broadcast their Provincial Hour. As this hour was not included in our time schedule, we took advantage of this occasion and applied at Ottawa to be given a free channel.

Mr. GAGNON: When was that?

The WITNESS: That was in the latter part of 1930.

Mr. GAGNON: After the elections or before?

The WITNESS: After. October or November.

Instead of being placed on the same basis as CHRC our demand was refused and a few days after, our schedule was reduced to fourteen hours a week of which, twelve at noon time; thus placing us in the situation of operating at a loss or closing down the station.

From the judgment of the Privy Council on the radio question, up to the birth of the Canadian Radio Commission, I am glad to offer, here, publicly, our thanks to the Minister of Marine, Honourable Mr. Duranleau, as from time to time he improved our situation by increasing our schedule from 14 to 27 hours per week.

After the appointment of the Commission, we solicited an interview from the president, Mr. Charlesworth, as per exhibits Nos. 1-2 and 3. In the course of that interview, we demonstrated to Mr. Charlesworth, that no complaint from the Department of Marine existed against our station, that there was no technical objections and that our wave was simply left idle when our station was silent. Then, the chairman admitted the fairness of our claim and promised that justice would be rendered, but unfortunately, nothing has been done yet.



In Quebec, I made arrangements to be introduced to the vice-chairman of the Commission Mr. Thomas Maher, whom up to then, I had not the advantage of knowing and explained the situation. I asked for his co-operation to better our conditions and regret to say that from this interview, I concluded that our future would be just as the past had been, for Mr. Maher mentioned, that he was surprised that we, Liberals, should have addressed ourselves to him, a Conservative, for the correction of our wrongs.

Mr. AHEARN: What? Would you mind repeating that?

The WITNESS: I asked for his co-operation to better our conditions and regret to say that from this interview, I concluded that our future would be just as the past had been, for Mr. Maher mentioned, that he was surprised that we, Liberals, should have addressed ourselves to him, a Conservative, for the correction of our wrongs.

Mr. GAGNON: May I ask Mr. Vandry when that interview took place and where?

The WITNESS: In January, 1933, in Mr. Maher's office.

Mr. GAGNON: In 1933? In Mr. Maher's office in Ottawa or Quebec?

The WITNESS: In Quebec. I remembered frankly replying that I was addressing to the vice-chairman of the Canadian Radio Commission.

According to Exhibits Nos. 5, 7, 8 and 9, we were given to understand that no change would be allowed in any station for some time to come, while it is a known fact, that many changes have taken place and even some new licences have been granted.

The ire of the Quebec radio fans was justified for though paying their yearly licence, they were unreasonably treated with the Canadian Radio Commission programs. Often, a commission program was stopped to be replaced by something else at the discretion of CHRC. By using the two stations of the district, the public would have been able to enjoy the full programs of the commission. To ease the situation, we offered the services of our station, free of charge, as per Exhibits Nos. 11, 12 and 13. This liberal offer to the radio commission has not even been considered worthy of a reply.

A particular case on which I want to call your attention is the one preceding the municipal elections of 1934. We made many demands for special time, and candidates also applied to the commission to use CKCV, but candidates as well as ourselves were refused the necessary additional time. This forced all candidates towards CHRC, permitting them the advantage of a monopoly to obtain ridiculous prices, that station being crowded with demands, and as they also had to broadcast special commission programs, they found themselves in the impossibility of handling the business, so they obtained an extraordinary temporary licence for their old station, and they went outside at once soliciting for this extraordinary station, Wednesday, previous to the election day, which was the following Monday. However, on Friday of the same week, we were allowed to broadcast on Saturday and Sunday, when it was too late to book business. It is easy for anyone to see through the scheme.

Mr. Charlesworth, in his remarks before this committee, if we can use the press as authentic, said that all Canadian stations have had the privilege of using the programs of the Canadian Radio Commission, and that these programs were at the disposal of every station. I regret to say that I must raise an objection to this statement, as the programs of the Canadian Radio Commission were not at the disposal of station CKCV; and furthermore when we applied for them they did not even answer.

I hope to prove by the few above facts that we did not receive equal treatment as compared to other stations, and to which we are entitled as Canadian citizens.

Gentlemen, you have granted me the privilege to come and explain before this committee. I am not here to ask for special favours. I am here to ask nothing but justice. Equity in government, justice, was the base of democracy, and especially under British administration. Our troubles can easily be remedied; if fair play is given, we shall be in a position to increase our staff and utilize to a greater extent the Quebec artists who have greatly been affected during these years of depression.

Mr. Chairman and gentlemen, thank you.

The CHAIRMAN: Are there any questions you want to ask Mr. Vandry?

*By Mr. Garland:*

Q. Did I understand from your statement that you extended your thanks to Mr. Duranleau for his services in increasing your hours from 14 to 27?—

A. Yes.

Q. Did Mr. Duranleau so increase the hours?—A. He did, sir.

*By Mr. Gagnon:*

Q. When did that take place?—A. The hours were increased in the year 1932.

*By Mr. Garland:*

Q. In 1932; about what time of the year?—A. Well, at different times from May to September, October.

*By the Chairman:*

Q. Had you been making application for the increase of these hours over some period of time?—A. Yes.

Q. How far back?—A. Oh, we have applied for a free channel, additional time, ever since the fall of 1930.

Q. You never applied before that?—A. No.

Q. You were satisfied with the hours you had until about 1930?—A. Yes, we had half time then.

*By Mr. Wright:*

Q. What is the licensed power of your station for?—A. The licence is for 50 watts.

Q. Has it been increased or improved?—A. No, we were not allowed to improve. We just made little necessary repairs, as little odds and ends would break.

Q. Had you applied to have the power increased at all?—A. Yes, we did.

Q. When would that be?—A. Quite a few times. The last time was in December.

*By Mr. Ahearn:*

Q. Last year?—A. Yes, last December.

*By Mr. Garland:*

Q. Did you ever apply for a permit to use Canadian Radio Commission programs?—A. Yes.

Q. You did apply officially?—A. Yes.

Q. Have you any letters there stating the refusal of the commission?—A. No. We applied. We didn't get a reply to our letter.

Q. You received no reply?—A. No.

Q. You have copies of your letters?—A. Yes. I will produce these, sir, and they are no doubt in the files.

*By Mr. Gagnon:*

Q. To sum up your complaint, you allege that you have been treated unfairly?—A. Yes.

Q. Now, do you remember that some regulations were issued by the Radio Commission and sent out to all stations in Canada?—A. Yes, we do.

Q. You received those?—A. Yes.

Q. After you received those regulations, were you requested by the commission to change your equipment which was supposed to be obsolete and inefficient?—A. We received a letter telling us to change; and if I recollect well, a month or so after, this was put off until a later date. But we had always our application, willing to increase our power and put a new station in.

Q. What was the power of your station before you were asked to change your equipment?—A. Fifty watt.

Q. Fifty watt?—A. Yes, Marconi station, 50 watts, yes.

Q. In 1930 didn't you have 100 watts?—A. No, sir.

Q. You did not?—A. We have the same station—not exactly the same station; changes have been made. It is not 100 watts. Marconi sells it as 50-watt station.

Q. If I understand you well, ever since you have been operating you have always had only 50 watts?—A. Well, I can't say exactly 50 watts. Evidently it is a technical point. We have made little technical changes, increased our modulation, so our output has improved to a certain extent. That is too technical information. I would not like to go too deeply into it. I am not a technical man.

Q. If I understand you well, you would like the committee to understand that the other station, CHRC has received more favours from the commission; is that your contention?—A. Well, it is enjoying a free channel.

Q. Is it not a fact that after the commission requested your station and CHRC to change your equipment, CHRC spent a lot of money changing their equipment altogether, and that you never complied with that demand?—A. Oh, we have letters before the marine department and the Radio Commission asking them to increase our power.

Q. Is it true that CHRC put in a new transmitter and a new studio, and you never did anything?—A. No, we were just always waiting until we got permission to go ahead.

Q. Is it true that your transmitter is in your own private house?—A. No, not in my private house. I have a vacant dwelling, and I am using it instead of renting it.

Q. You have intimated that because you were a liberal you were not given fair play. Is it not a fact that the provincial government, which is a Liberal government, last year broadcast the provincial hour, which is by the provincial government, through CHRC?—A. Certain broadcasts, yes.

Q. Do you want us to believe that the provincial government would be unfair to you if your station were better equipped than CHRC?—A. No, I am not bothering about politics one way or another. I am not in politics, and I hope I never will be.

Q. Are you making implication that politics interfered with your station?—A. No, I am not.

Q. Have you any proof to give this committee here that, for political reasons, you have been treated unfairly? If you have, show it?—A. No, I have no positive proof.

Mr. AHEARN: Has he not letters, or copies of letters to the commission, that were never replied to? Is that not what he is complaining about?

The CHAIRMAN: I am trying to find out. Probably you had better show me those letters that you got no reply to.

Mr. GAGNON: Will you allow me to finish my examination first?

The CHAIRMAN: Yes.



*By Mr. Gagnon:*

Q. You said a moment ago you offered your station free of charge to the commission?—A. Yes.

Q. Is it not a fact that during the last few months, with regard to the programs of the League of Nations—for instance, the broadcast of the Canadian Club when Hon. Mr. Lapointe was speaking on behalf of the league—they were obliged in Quebec to pay you \$45 because CHRC could not broadcast it?—A. I could not answer exactly the price we charged. I know we charged the price on our rate card. I can say before the committee it was \$45 or \$40. I know we charged the standard rate.

Q. I will give you an instance; on the 17th of March the Canadian Club had a lecture by Monseigneur Ross from Gaspé. Is it not a fact that you were requested to broadcast that conference free of charge, and you were paid more than about \$40 for the broadcast of the same?—A. I am sure we got our standard rate on it, yes.

Q. Why do you say you are always ready to broadcast lectures or programs free of charge?—A. Well, if you don't mind, I will read the letter we addressed to the commission.

Q. All right?—A. It is dated December 7, 1933. It is in French. I will have to read it in French.

Q. All right, read it in French?—A. Yes. It reads:—

M. Lt. Col. R. P. LANDRY, Sec.,  
Commission Canadienne de la Radio,  
Ottawa, Ontario.

MESSIEURS,—Depuis quelques temps, il se fait, à Québec, des plaintes au sujet de l'audition des programmes de la Commission.

Dans le but d'améliorer la situation, nous vous demanderions de considérer la proposition suivante:—

CKCV, consent, par les présentes, à irradier les programmes venant de la Commission, à raison de trois heures par jour, sept jours par semaine, sans aucune charge pour ce service. Ceci permettra aux radiophiles de Québec d'avoir le privilège de pouvoir capter ces programmes.

En retour, pour ce service, la Commission devra accorder à CKCV, une nouvelle cédule nous permettant d'irradier à toutes heures, autrement dit, d'exploiter notre licence sans restriction au point de vue de temps.

L'avantage que nous gagnerons sera surtout au bénéfice d'un personnel supplémentaire et au gain personnel du talent local.

Cette entente pourra être faite pour une période d'essai, à savoir, trois mois, sujette à être renouvelée de part et d'autre.

Cette proposition vous est faite dans l'intérêt du public et de la Commission.

Dans l'attente d'une réponse favorable, nous avons l'honneur d'être,

Vos dévoués,

CKCV,  
VANDRY "INC."

The CHAIRMAN: If you don't mind, I will translate this for the committee. My translation need not be taken down.

Mr. BEYNON: It will be a free translation.

The CHAIRMAN: Yes, a free translation.

(The Chairman gave a translation in English of the preceding letter.)

The WITNESS: Receipt of this letter was acknowledged by Col. Landry.

The CHAIRMAN: The answer to that is this:—

Cher monsieur VANDRY,—

J'accuse réception de votre lettre en date du 7 décembre.

Je porterai votre requête à l'attention de la Commission, lors de la prochaine assemblée, et je vous ferai connaître la décision qui sera prise.

Veuillez me croire, cher monsieur Vandry,

Votre bien dévoué,

R. P. LANDRY, *Secrétaire*.

Monsieur E. N. VANDRY,  
Gérant du poste CKCV,  
155, rue St-Paul,  
Québec, P.Q.

(The Chairman gave a translation in English of the preceding letter.)

Mr. McKENZIE: And there was no further answer.

The CHAIRMAN: These two letters will go into the record.

*By Mr. Garland:*

Q. Is there any further reply from the commission?—A. Well, I got a letter from Col. Landry, dated December 9, and on December 15 I wrote him. I can tell you the contents of the letter in a few words; following our letter of the 7th, if the commission was willing to grant what was asked, we would be willing to put up a new station of either 100, 500 or 1,000 watts, according to what they would grant us.

*By the Chairman:*

Q. That is a letter following?—A. Yes, following this.

*By Mr. Gagnon:*

Q. December 15?—A. Yes.

*By the Chairman:*

Q. After the answer from Col. Landry of December 9, you wrote this letter?—A. Yes, on the 15th.

*By Mr. Gagnon:*

Q. You were offering to build a station of 1,000 watts if you got a licence?—A. 100, 500 or 1,000 watts, according to what we would be permitted.

Q. At the time I suppose you were aware of the rumour which was spread in Quebec, that the commission would build a station of 1,000 watts?—A. No, not then.

Q. You didn't know that?—A. No.

Q. What date was that?—A. It was in December.

Q. But you know now?—A. Yes.

Q. That the commission is doing that?—A. Yes.

Q. Are you aware that a member of the commission, Mr. Maher, in the month of December speaking in Montreal, stated definitely that the situation of Quebec would be improved, and that a station would be built in Quebec?—A. I know of some talk of it. I can't say exactly if those words were used. I know of some talk in December or November. I know Mr. Maher spoke once in Quebec. I guess he mentoined it a couple of times.

Q. At all events, you know that now the commission is erecting its own station in Quebec?—A. Yes.

Q. You know that?—A. Yes.

Q. Now, you have the reports of the committee, of the evidence given before the committee in 1932 here, about radio broadcasting?—A. No, I don't believe I got them.

Q. You didn't read the report?—A. No, I don't believe I got them.

Q. Do you recollect to have heard that the Canadian Radio League had specially recommended that a station of 1,000 watts be erected for the benefit of the whole eastern district, Lake St. John district and lower St. Lawrence district?—A. No, I don't remember the Radio League advocating anything for Quebec.

Q. Politically speaking, is it better to have two stations fighting one against another, or have a good station for the commission which will broadcast according to law?—A. Certainly a commission station would be a good thing in Quebec. I don't believe anybody would be against it. I don't believe that, that anybody is going to be against it.

*By Mr. Wright:*

Q. Following that argument up, if the commission intended to erect a station in Quebec, would not the natural thing be to purchase this station, and not permit it to continue, or start in and build a new station in competition? Was that suggestion ever advanced to you?—A. No, sir. Well, we were approached to sell, but we were not approached by the commission.

*By Mr. Gagnon:*

Q. Didn't the Marconi Company offer you \$7,000 last fall for your station?—A. We were approached by Marconi but I can't say that they came out and made an offer of \$7,500. They were just trying to feel out the price we would sell for, and they never made a solid offer.

Q. Would you have been willing at one time to accept a price of \$7,000?—A. No.

Q. Didn't you change your mind and ask \$12,000 for your station?—A. We never would have sold for \$7,500.

Q. Didn't you ask Mr. Brophy of the Marconi Company, \$12,000 for your station?—A. Sure I did.

Q. You did?—A. Yes.

Q. Did you at the same time offer the commission to raise the power of your station to 500 watts and 1,000 watts?—A. I cannot say exactly the same time. This was in December—

Q. How much did your station cost?—A. I suppose we have invested in it between \$8,000 and \$9,000 and we have lost about \$4,000 a year since 1930.

Q. Is it not a fact that after the elections of 1930 you were not using the time which had been allotted to you by the Department of Marine?—A. After 1930?

Q. After the election of 1930.—A. We were not using all the time.

Q. You were not?—A. No.

Q. Is it not a fact the department gave you all the time you were using?—A. Yes, but there is another thing. During those days when radio was practically in its infancy—

Mr. GARLAND: 1930?

The WITNESS: Broadcasting was not exactly in its infancy, in its childhood.

Mr. GARLAND: In 1930?

The WITNESS: Yes.

The CHAIRMAN: Adolescence.



The WITNESS: We could not use all the time; but stations all over Canada, practically, were working under the same conditions, I believe. There was not one station that was using all its time. I know the stations in Montreal were not. I believe some stations in Montreal to-day are not using all their time.

*By Mr. Gagnon:*

Q. Now sir, I ask you this question very deliberately: when the commission decided to build its own station in Quebec, a station which will have 1,000 watt power, did you think or sincerely believe that three stations could live in Quebec?—A. Oh well, that is a hard question to answer.

Q. You come here and complain that you cannot live, and that it is the fault of the commission?—A. Well—

*By Mr. Garland:*

Q. If radio broadcasting was in its infancy in 1930, I wonder what state you would call it in when I was listening in on a Westinghouse set in 1921 in so distant an uninhabited place as Alberta?—A. They were the good old days.

Q. What state of puberty or embryo state was it in, Mr. Chairman?

The CHAIRMAN: This is a committee on radio broadcasting, not on biology.

Mr. BEYNON: It was in swaddling clothes at that time.

Mr. AHEARN: What was the second letter; did it make a definite offer?

The CHAIRMAN: I think the reporter has taken the letter away, but I may be able to translate it for you from memory. It said they were prepared to build a station of 500, 1,000 or 2,000 watts.

The WITNESS: No, 100, 500 and 1,000.

The CHAIRMAN: If they were given certain privileges and a free channel.

*By Mr. Ahearn:*

Q. You did not receive an answer from the commission direct?—A. Except the acknowledgement of our first letter. It was officially acknowledged; that was the only reply we got.

*By Mr. McKenzie:*

Q. Do you know of any other stations of 50 watt power that were receiving different treatment from what you have received?—A. No sir.

Q. You don't know?—A. I used to be in touch with them years ago, but in the last four or five years I have not.

Q. What is the power of this other station you mentioned, CHRC?—A. They use only 100 watts, I believe.

*By Mr. Gagnon:*

Q. Is it not a fact that with a station of 50 watts you cannot cover the lower central St. Lawrence district; you cannot go as far east as Riviere du Loup?—A. 365 days of the year, no. We will, in certain days under certain conditions.

Q. Do you admit that CHRC had a new transmitter and new equipment while you refused to put in a new transmitter and new equipment?—A. Certainly we never refused to put in new equipment; we always asked the Department of Marine—

Q. Now sir, if you are speaking of politics, is it not a fact that the Liberals in Quebec are encouraging the CHRC station?—A. I believe they are, yes.

Q. Even more than your station?—A. I believe so, yes. But here is the point. We broadcast at night from 6.30 to 7.30 and then we are closed down, and we start at 8 o'clock. What is the value of our time, starting at 8 o'clock, when we have been closed down half an hour?

Q. Is it not a fact that since the inception of the commission, station CHRC has always broadcast the lectures that come before the Radio Commission, the Rotary club, the Kiwanis club, the League of Nations Society and others; is not it a fact that they broadcast those free of charge?—A. Free of charge, I do not know. I know they are broadcasting some of them but I do not know if they are free of charge or not.

Q. Is it not a fact this winter when CHRC could not broadcast Hon. Mr. E. Lapointe's address on the League of Nations you asked the commission \$45 to broadcast it?—A. Maybe—

Q. Is it not so?—A. Oh, personally I do not know. I know we have our regular card tariff. Maybe it is \$45. I wish I had my card here, and I could tell you.

Q. It may be less, but it is not the exact amount I am speaking of, it is the principle. Is it not a fact it was known all over Quebec that since the inception of the commission, it was their intention to build their own station as soon as possible with a power of 1,000 watts. You knew that?—A. We did not know that positively.

Q. Is it not a fact that you are always willing to sell your station to the commission?—A. We never offered our station to the commission, and the commission never offered to buy it.

Q. And you offered it to other people?—A. We never offered our station for sale.

Mr. McKENZIE: That is his private business.

The WITNESS: We had two or three offers. They came to us; we did not go to them.

Mr. McKENZIE: That is the man's own private business.

Mr. GAGNON: Yes, but he complains that he has been unfairly treated by the commission.

*By Mr. Garland:*

Q. I should like to ask a question on one or two points. You said a moment ago that you had been closed down by the commission between 7.30 and 8 o'clock?—A. By schedule. Our schedule permits us to broadcast from 12.30 to 2, from 6.30 to 7.30 and from 8 to 10. We cannot build audiences on that.

Q. Why are you closed down between 7.30 and 8?—A. I would like to know that.

Q. Is it not for the broadcasting of commission programs over another station?—A. If we can broadcast between 8 and 10 when the commission programs are on, we can broadcast between 7.30 and 8, without causing any more interference.

The CHAIRMAN: What is your wavelength?

The WITNESS: I forget now. Our technical man could advise you on that. I cannot answer that, I am sorry.

Mr. GARLAND: I am interested in knowing if the witness has any definite information as to why he has to close down between 7.30 and 8?

The WITNESS: No information whatsoever.

The CHAIRMAN: Is there any other station close by on the same wavelength?

The WITNESS: No.

*By Mr. Wright:*

Q. When the two stations are running simultaneously, is there any interference?—A. No; the old sets complain but most modern sets of three or four years back have no complaints to make.

*By Mr. Garland:*

Q. Does the other station broadcast commission programs between 7 and 8?—A. Some evenings, yes.

Q. Other evenings what?—A. Mostly they give them.

Q. Mostly commission programs?—A. Well, I do not know the percentage. I do not know what percentage it would be from 6 to 10 o'clock. I know they give quite a few of the commission programs.

Q. Would you be willing to carry commission programs for that half hour, free of charge?

Mr. AHEARN: Why should he carry them?

Mr. GARLAND: I was just wondering. I was asking the witness, not Mr. Ahearn.

The WITNESS: Yes, we are. We are willing to take three hours a night free.

*By Mr. McLure:*

Q. Have you any recommendations to offer to improve those conditions? You are making complaints, and I should like to know if you have any recommendations to suggest?—A. Give us a free channel; give us a chance to earn our living under the British flag.

*By the Chairman:*

Q. What do you mean by "free channel"?—A. We have facilities to operate 14 to 18 hours a day.

Mr. WRIGHT: I do not think, Mr. Vandry, you would require a clear channel. A shared channel I imagine, would fully answer your purposes, would it not?

The WITNESS: There would be a big improvement there.

*By Mr. McKenzie:*

Q. What time do you consider you are justly entitled to, in consideration of the other stations? How many hours of a shared channel would you figure you would be justly entitled to?—A. Well, a split of 50-50, I guess.

Q. How much less than that are you getting at the present time?—A. Well, we are getting now 24 hours a week.

Q. You said something about being extended to 37?—A. 27, yes.

*By Mr. Beynon:*

Q. You made a statement a while ago that interested me. You say that Mr. Maher, when you saw him in his office, said he was surprised that you, a liberal, should come to him, a conservative, to iron out your troubles?—A. Yes.

Q. Do you say that seriously?—A. Yes.

Q. Quite seriously?—A. Yes.

Q. I just wanted to know if you were.

*By Mr. Gagnon:*

Q. Who was there at the time?—A. Mr. Proteau, our station manager.

*By Mr. McKenzie:*

Q. He made that statement in the presence of two of you?—A. Three of us.

The CHAIRMAN: Is Mr. Proteau a liberal too?

Mr. GARLAND: Order, Mr. Chairman.

The WITNESS: I do not believe so; it is none of my business.

Witness retired.



The CHAIRMAN: Personally gentlemen, I think there have been some rather serious accusations made. Now that we have the commission members here, I think we might as well get their viewpoint, and we will be able to judge as between them. Is that satisfactory to the committee?

Mr. McKENZIE: We should hear them while Mr. Vandry is here.

THOMAS MAHER, called

The WITNESS: I am at your disposal.

The CHAIRMAN: You are at the disposal of the committee now. Mr. Maher is here to answer questions in respect to any matters.

*By Mr. Garland:*

Q. The witness stated that Mr. Duranleau had increased the hours of his station from 14 to 27. I understood that the increase or decrease of hours was a matter entirely for the commission. Is the statement that Mr. Duranleau on his own authority gave increased hours, or secured increased hours for him correct?—A. Well I cannot answer that. These matters are in the hands of Col. Steel, our technical adviser, and I cannot tell you if it was done this year or last year. If you ask Col. Steel that question he will be able to inform you.

Mr. BEYNON: Did he not say that was done in 1930?

Mr. GARLAND: The increase was granted in 1932 between May and October.

Mr. BEYNON: After the commission was in operation?

Mr. GARLAND: 1932.

Mr. AHEARN: Was it before or after the commission started?

Mr. GARLAND: After.

Mr. CHARLESWORTH: The commission started the 1st of November, 1932.

Mr. McKENZIE: That would be before there was a commission.

Col. STEEL: Just to straighten the matter up, I can make a brief statement, which is quite easily supported by our records. I say that no change whatever of any kind or nature has been made in Mr. Vandry's licence since it came into being. We took it over as it stood, and it has continued that way ever since.

The WITNESS: Being the commissioner from Quebec, I might explain we had very poor service in Quebec city, and we had all the newspapers of the city after us until lately. I promised that the commission would do its best to give satisfaction to the population, not only of Quebec city, but the population of the largest area of Quebec province as far as Gaspé and the north shore. That was served only by a 100 watt station, CHRC, and Mr. Vandry's 100 watts. The first thing we did was to ask these two stations to comply with the regulations, their transmitters were obsolete, and reception was bad. CHRC put in a new transmitter that they had built previously, and Mr. Vandry had then a licence of 100 watts. I do not know what power was coming out of the station, but he had a licence for 100 watts. He refused to follow the regulations and he brought down his power to 50 watts so as not to change the station.

*By Mr. Gagnon:*

Q. Do I understand at this time that only stations of 100 watts were supposed to comply with the regulations?—A. Stations of less than 100 watts were exempt.

Q. That is why at that time, when those two stations in Quebec were requested to put in new transmitters and less obsolete equipment, Mr. Vandry reduced his power from 100 to 50 watts, so as not to comply with your regulations?—A. Yes.

Q. Go on.—A. So when Mr. Vandry wrote those letters to broadcast the programs of the radio commission, the radio commission considered it and decided that it could not give its programs to a 50 watt station that did not comply with its regulations. We did not answer the letters for one good reason. We were looking over the field to grant to Quebec city a station of 1,000 watts that would cover not only Quebec city, but the whole of the population of the rural part of Quebec. That authorization has been given to us, and it was given to us only a few weeks ago.

Q. How long have you been in communication with the Hon. Mr. Duranleau in an endeavour to have him approve of the organization of a 1,000 watt station in the city of Quebec?—A. Well, not so very long; but we try to do it by other ways. There are things which we wanted to take into consideration. We had some firm doing work for us, and we asked them to approach Mr. Vandry and make him a liberal offer, which I understand he turned down. We did not want to do any harm to Mr. Vandry, any more than we wanted to harm any other station. All stations in Quebec city are exactly the same to me. I should like to say that, because the point has been raised before. I was a director of CHRC until I was appointed to the Canadian Radio Commission; I took great care to read the law, and to sell my interest in the radio station before I was sworn in. I have no direct or indirect interest in CHRC; nor did I say to Mr. Vandry, how do you like, a Liberal, come to see a good Conservative like me. I may have spoken like that when I was in politics, but since then I would have no head to make a statement, and I know very well it would not take very long to kill nationalization of the Canadian Radio. I want to take advantage of this opportunity to say that I am doing my utmost to make the radio commission a success for the whole public of Canada.

*By Mr. Ahearn:*

Q. May I ask why you did not answer him when he made an offer to increase the power of his station? What harm would have been done if you had answered that letter?—A. I will tell you, sir, you know politics down in our Province is quite high, in Quebec city. Suppose you give a thousand watt station to one party, the other one would be mad about it. CHRC has applied for the same thing, that is supposed to be a controlled station. We have turned it down. I was not going to make politics. We have refused the same permission to Mr. Vandry, because it would not be fair to Mr. Vandry. I did not do it, the Radio Commission did it.

Q. Did you answer the letters from the other station?—A. The matter was discussed in the office of Colonel Steel of the Canadian Radio Commission, and we decided that we were going to put our own station in to avoid statements like some that were made here to-day, for which I am sorry.

Q. I mean, the other stations probably wrote to you, did they not?—A. Oh yes, they must have.

Q. Did you answer their letters?—A. I always answer my letters, sir; and the only reason why this letter was not answered is the fact that then we were working to get our authorization to get a thousand watt station in Quebec, and we could not publish our plans to everybody so we waited. We were not able to turn down his request, suppose permission were then refused to us by the authorities, then maybe we would have been glad to turn to another station and say, well go ahead and do it. We had to wait until we got permission or were refused the authority before we could answer his letters.

Q. You could have answered them in this way, that they had been received and duly noted?—A. It was answered, I think.

The CHAIRMAN: I think probably they would consider that second letter a reply, it seems to follow up a previous letter, because it was dealing with the same material.

Mr. GAGNON: These letters were not sent to Mr. Maher, they were sent to Mr. Landry; you cannot reproach Mr. Maher for not answering them.

*By Mr. Ahearn:*

Q. I do not reproach him. I wondered if they had reached his hands, the hands of the commission?—A. They reached the hands of the commission. I answer all our letters except on things like the one I spoke about, where we did not know what would be the decision of the authorities on which we depended. The matter was not decided until about two weeks ago, and about the same time we heard that Mr. Vandry was coming here; otherwise the answer would have been sent. He will get it now.

*By Mr. Beynon:*

Q. When the secretary of the commission brought this matter before the commission, and the commission felt then that they could not deal with it—that they could not accept it but did not want to refuse it until they saw what their policy would be—don't you think it would have been a matter of courtesy to have replied to them and told them, it was now before the commission and that the commission was not yet prepared to deal with the matter until their policy was definitely formulated?—A. I did not even know before to-day that the letter had not been answered. This is the first news I have about it, because I have answered all my letters and generally I make them courteous.

*By Mr. Garland:*

Q. It should have been answered, of course?—A. If it has not been answered it is a mistake, and such things will occur in an office where there is a big correspondence. It was not because we did not want to answer Mr. Vandry—.

Q. Can you give me the reason for Mr. Vandry's complaint as to the closing down of his station between 7.30 and 8.00?—A. The reason is this: stations located in Quebec city are supposed to cover the lower part of the Province of Quebec, which is a very large area, and they were not sufficient—that is why we were thinking of putting a thousand watt station in Quebec city. There is already another one full time station; it must live. Then there will be the thousand watt station of the Canadian Radio Commission giving national programs. Thirdly, there is another Mr. Vandry's 50 watt station located in a private house having no expense, coming along and cutting prices. Very soon the Canadian Radio Commission would have had to purchase all the stations in Quebec. We don't want to do that.

Q. It was to avoid giving an artificial nuisance value to this station?—A. That is so. The programs coming out of this station are not good, as a result I am not pleased with these programs. I had quite a few objections to some of the programs in Quebec city. It was not in the interests of the public to let free stations give out programs. I have all sides of public opinion clamouring for more programs and better programs from Quebec.

Q. The former witness asked for a free channel. What would be the effect, in your opinion, of granting such a request?—A. Well, the effect would be that we would have three channels in Quebec city where we are very short of channels in Quebec to serve this large area. I would like much better to have that channel free to serve, for instance, Lac St. Jean and Chicoutimi where 160,000 people have very bad reception. We had all our channels used in Quebec city, I do not think it would be fair to the rural population which needs radio much more than the people in the city.



Q. Then it is a matter of policy, governed by geographical conditions?—  
A. Yes, sir. I may add this too: I do not like that statement that is being made about me respecting politics. I may add this, when Mr. Vandry came to my office in the past, I think I was very courteous to him. I never made the statement that he attributed to me. I remember that Mr. Vandry discussed matters with me before I was appointed a radio commissioner, and we discussed that in a very friendly way, and when we left there, I thought we were good friends. I don't remember what the conversation was, but I think I laughed, and assured him that we were going to look into the matter.

Mr. BEYNON: I think if you did make that statement Mr. Maher, you were greatly lacking in political sagacity.

*By Mr. Gagnon:*

Q. Since politics has been introduced into the discussion, will you tell me whether the Liberal party in the City of Quebec have ever complained against the treatment accorded them by Station CHRC?—A. No, I don't think so; not a word that I heard of.

Q. As a matter of fact, what station has the Liberal party used preferably in the City of Quebec even before 1932?—A. Station CHRC.

Q. In the elections of 1930 I understand you were the organizer for the Conservative party?—A. Yes, and I was director of Station CHRC.

Q. Did you sell time to the Liberal party?—A. Yes, and the best to the Liberal party, because they asked for it first.

Q. Did you ever refuse the Liberal party at any time?—A. No. May I raise two other instances, because I want to clear this matter up. The matter of the municipal elections in Quebec city has been raised also. I am in charge of programs and public relations, and that carries me into Canadian cities and to New York quite often. I go to Quebec occasionally, where my home is. When I went down there there were articles on the front page of the newspapers clamouring that the coming Saturday and Sunday, Quebec city would be deprived of the broadcast of the Metropolitan Opera and the New York Philharmonic Orchestra, due to the fact that there would be too many political speeches by the six candidates for mayoralty in Quebec city.

We talked it over and we decided to ask Station CHRC to take the programs of the Canadian Radio Commission—that station was not paid one cent Saturday afternoon or Sunday afternoon, and then we permitted Station CHRC to continue with the old transmitter they had, through Saturday and Sunday for political speeches only, and we granted the same permission to Mr. Vandry so that there would be no kick over what was done. That is how the municipal elections were handled in Quebec city.

Q. There were three stations, and all the candidates could use all these three stations if they had the price?—A. Exactly. Mr. Vandry could charge for this, and Station CHRC was not paid for the broadcast of the commission program.

Q. But the other two stations, Mr. Vandry's and the other one, were charging candidates for the mayoralty so much an hour?—A. I do not know if they did, but they might.

Q. Station CHRC was broadcasting the commission programs for nothing.

*By Mr. Garland:*

Q. Is not Station CHRC one of the stations being paid for carrying the commission's broadcasts?—A. Yes, sir, \$2.70 an hour, for three hours and a half; and they broadcast in between these hours other programs of the Canadian Radio Commission—and they broadcast the whole winter our Sunday

afternoon program of the New York Philharmonic Orchestra, and the Metropolitan Opera program Saturday afternoon, free of charge; and then on Saturday there was the broadcast of speeches from the Canadian Club that had to be broadcast; and again—CHRC had a contract with the Buckingham Cigarette people to broadcast hockey games,—Mr. Vandry was asked to take these programs while CHRC was broadcasting the Metropolitan Opera and the Symphony for nothing, and Mr. Vandry charged them for that, on his own terms, and then one evening we had a request from the Honourable Ernest Lapointe and the St. Jean Baptiste Society in Quebec city. I gave the network, every station for use by Mr. Lapointe and Cardinal Villeneuve—the whole network in the Quebec province free of charge. Station CHRC had the privilege of a contract with a company which I think is called The Corn Starch Syrup—the company owned by Mr. Benson, and they could not be relieved of their contract, so we wired Mr. Vandry ourselves and we had to agree with him that he would broadcast the program of the Radio Commission—yes, but for \$45. That is the only station we paid in Quebec that night. If you want us to continue broadcasting at that price, or if that is what you call broadcasting programs free of charge, you will be obliged to vote us \$5,000,000 more this year.

*By Mr. Gagnon:*

Q. So when Mr. Vandry wired you that he was ready to broadcast this program at \$45, you considered it was what?—A. Piracy. I am sorry to say all these things, but Mr. Vandry called them upon himself.

*By Mr. Wright:*

Q. What about that large station?—A. Oh, sir; we are going to use it for the programs of the Canadian Radio Commission only.

Q. There is none there at the present time?—A. No, it is being built.

*By Mr. Beynon:*

Q. There was an old one of CHRC which they were ready to operate?—A. Yes, that is the old transmitter.

The CHAIRMAN: Are there any other questions?

The WITNESS: May I add this much: if Mr. Vandry wants to discuss anything with the Canadian Radio Commission he is welcome to come to see us. If he wants to visit our office here in Ottawa, he will have the best of treatment for him just as for anybody else in Canada, and I would be glad to have him come to see me.

The Witness was discharged.

The CHAIRMAN: Would you like to hear from Colonel Steel on this matter of change in hours?

Mr. WRIGHT: I think before we leave this other matter Mr. Vandry said there was some other party in the room when Mr. Maher made that statement with regard to political leaning. I think we should have this cleared up.

The CHAIRMAN: Is the other witness here now?

Mr. AHEARN: He is not here.

The CHAIRMAN: Then I think we had better hear from Colonel Steel with regard to this matter of wavelengths.

LIEUT.-COL. W. A. STEEL, called.

*By the Chairman:*

Q. How far apart are these two stations with respect to wavelengths?—A. There have been a number of changes made in Quebec in an attempt to improve the situation with regard to interference. Up until about six weeks ago Station CHRC was operating on 930 kilocycles; and Station CKCV was operating on 1310 kilocycles. About six weeks ago in an attempt to clear up interference we transferred Station CHRC to 580 kilocycles temporarily.

Q. Was there interference between these two stations prior to that?—A. Not that I ever heard of.

Q. Prior to 6 weeks ago?—A. Not between the two stations. The trouble was on the channel, interference due to other stations operating on the channel used by CHRC.

Q. I see. Prior to the commission coming into existence, time was allotted to both of these stations on which they could broadcast. They were not permitted to broadcast full time?—A. I am not prepared to answer that question. I can only say this, that when the commission came into being in June of 1932, we found CHRC with a licence, and CKCV with a licence, to which there was attached a schedule of hours. The commission has made no change whatsoever in that schedule of hours. It is still in existence.

Q. For either station?—A. For either station. It is still in existence, as it was when we took over.

*By Mr. Beynon:*

Q. Mr. Vandry said he had 27 hours a week prior to your coming in, and that he only has 24 now?—A. I am not prepared to answer that question. I will repeat, that we have made no change in the schedule of hours in Mr. Vandry's licence.

Q. So, whatever he had then he has now?—A. Whatever he had then he has now.

*By Mr. Wright:*

Q. That is not according to the statement he made?—A. I am telling you what we did, sir; not what Mr. Vandry said to you.

Q. I know, but we have to take his evidence as well as yours; he said he had 27 hours then and that it had been cut down to 24?—A. The commission has made no change whatsoever in the hours granted by the schedule on his licence. I can produce for you his licences for 1930, 1931, 1932, 1933, and 1934, if you care to see them; otherwise you can take my word for it.

Q. I don't just know about the statement he made, I don't know—.

Mr. GAGNON: Will the reporter please read back that answer?

The REPORTER: The answer given by Colonel Steel was:—

The commission has made no change whatsoever in the hours granted by the schedule on his licence. I can produce for you his licences for 1930, 1931, 1932, 1933, and 1934, if you care to see them; otherwise you can take my word for it.

*By Mr. Beynon:*

Q. Has anything been done by the commission to restrict him in the hours provided for by his licence?—A. Nothing whatever.

The CHAIRMAN: Thank you, Colonel Steel.

The Witness was discharged.



Mr. R. H. VANDRY, recalled.

The WITNESS: Mr. Chairman, may I add a few words.

The CHAIRMAN: Certainly.

The WITNESS: About the statement I made a minute ago about the question of politics: I have had a few words with Mr. Maher and I recollect and I want to say that it was said in rather a joking way.

*By the Chairman:*

Q. You are not joking now?—A. No, I was just calling back the incident, sir.

*By Mr. Beynon:*

Q. That is different from the statement you made a while ago?—A. On recalling the incident, it was like—well, like what you would say—well, you are a damn fool.

*By Mr. Gagnon:*

Q. I understand then that when Mr. Maher entered your office he said in a joking way, this is a fine thing, a good Liberal coming to see a good Conservative?—A. By recollecting now I can see—.

Q. He said that jokingly?

*By the Chairman:*

Q. You are convinced now that he was joking?—A. Yes.

*By Mr. Wright:*

Q. What about clearing up that about the hours? You told us that Mr. Duranleau had given you 27 hours, and that the commission had come in afterward and cut you down to 24?—A. And then in the second place. I have something here, but it would be a delay. If you are satisfied in taking my word as it is I will tell you how this happened. As I said before, first we had fourteen hours, then increased to twenty-seven hours.

*By the Chairman:*

Q. That was up to what time that it was increased to twenty-seven hours—before the Commission was formed? Was it before the Commission existed that you were increased to twenty-seven hours?—A. Yes, during this increase we got special favours for special time—say we got half an hour for certain programs for thirteen weeks.

*By Mr. Garland:*

Q. You got that half hour for a special program from whom?—A. From the Marine Department.

Q. And what kind of program was it? Was it a government program?—A. No, commercial program. We got special permits, and of these special permits some were temporary, others were permanent. I did not mention—when I mentioned it was from twenty-seven to twenty-four, here is what happened; all these special permits we were in the habit of broadcasting, let me say from half-past six to eight. Now, this was never on a licence; it was granted a special permit for some time, and this time, if I recollect well, expired before the formation of the Commission. Nevertheless, we continued using these hours for certainly six months, eight months, I don't know. So one day the Marine Department—Mr. Moore, inspector in Quebec—wrote us a letter telling us we were

using a time that was not on our licence. That is positive fact. We looked up our licence and it was not granted to us. That is what makes a difference between twenty-seven and twenty-four. If I misled you in saying it was from the Commission that my letter reduced our time, no—just from Mr. Moore of the Marine Department. He re-established the fact that we were using a time that was never officially ours indefinitely.

*By Mr. Garland:*

Q. And there was no interference with your licence?—A. No, no.

*By the Chairman:*

Q. Nor was it the Commission that brought you back to your regular hours; it was the Marine Department?—A. Mr. Moore of the Marine Department.

Q. He notified you, you were using time you were not entitled to under your licence?—A. That is about what it was. I do not see any objection—I could confirm this by letters I have here, but that is the way it happened.

The Committee adjourned to meet Wednesday, April 18, at 11 o'clock.

SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 6

---

WEDNESDAY, APRIL 18, 1934

---

WITNESSES:

Mr. James Hunter, Radio Editor, Toronto Telegram, Toronto.

Mr. W. M. Murdoch, President, Toronto Musical Protective Association;  
associated with,

Mr. N. S. Robertson, Solicitor, for the said organization, and

Mr. Ernest Johnson, Secretary, all of Toronto.

Mr. G. Arthur Grier, of Montreal, representing personal views:

Witnesses in reply to certain statements made:

Mr. Charlesworth, Chairman, and Mr. Maher, Vice-Chairman, of the  
Canadian Radio Broadcasting Commission, Ottawa.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934





# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS, COMMITTEE ROOM 429,

WEDNESDAY, April 18, 1934.

## MORNING SITTING

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 10 o'clock a.m., this day, Hon. Mr. Morand, Chairman, presiding.

Committee members present, *Messieurs*: Ahearn, Beynon, Cardin, Gagnon Garland (Bow River), McKenzie (Assiniboia), McLure, Morand and Wright.—9.  
*In Attendance as Witnesses*:

Mr. James Hunter, Radio Editor, Toronto Telegram, Toronto.

Mr. W. M. Murdock, President, Toronto Musical Protective Association, Toronto, assisted by Mr. N. S. Robertson, Solicitor for the association, and Mr. Ernest Johnson, Secretary, and other representatives of the same organization.

Mr. G. Arthur Grier, of Montreal, Que., representing his own views as a student of radio broadcasting in different countries.

Mr. H. S. Buchanan of Moose Jaw Station CHAB, who appeared before the Committee on April 11, and by request of the Committee was again in attendance for questioning.

Present as concerned parties in the evidence submitted: The Chairman, Vice-Chairman, Commissioner, Publicity Agent, Director of Programs, Secretary and others of the Canadian Radio Commission, Ottawa.

The Chairman submitted list of communications received from Friday, April 13, to Wednesday, April 18, at time of meeting, as follows:

### LETTERS RECEIVED BY CHAIRMAN OF RADIO COMMITTEE FROM FRIDAY, APRIL 13 TO WEDNESDAY, APRIL 18

All-Canadian Congress of Labour, Ottawa, Ont., dated April 13. (submitted to Sub-Committee on Witnesses).

Bartley, Albert, Toronto, Ont., dated April 16.

Bossy, Mrs. L. L. M., Vancouver, B.C., dated April 6.

CHAB (Moose Jaw Radio Ass'n.), Moose Jaw, Sask., dated April 11.

Chadwick, A. C., Ottawa, Ont., dated April 14.

Head, J. W., Prince Rupert, B.C., dated April 8.

Kamloops, Petition from Citizens of, dated April 3, (requesting that Mrs. Jennie MacKintosh Smith be allowed more time on radio broadcasts; this letter was submitted to the Commission).

LaVergne, Armand, M.P., Ottawa, Ont., dated April 14 (submitted to Sub-Committee on Witnesses).

Murray, Mrs. Margaret G., Vancouver, B.C., dated April 12 (*re* Mrs. J. MacKintosh Smith; submitted to Commission).

Newbury, Mrs. Elizabeth, Vancouver, B.C., dated April 11 (*re* Mrs. J. MacKintosh Smith; submitted to Commission).

Sherratt, G. A. N., Northampton, England, dated March 28. (Enclosing \$1 for the purpose of starting a public subscription for the greater development of Canadian National Radio Broadcasting expressing the hope that Canada will become more independent of the United States, and will lose its "inferiority

complex," and that a greater interchange of programs between Canada and Great Britain will take place).

(The \$1, as requested in Mr. Sherratt's letter, has been handed over to Mr. Charlesworth, Chairman of the Commission)

Toronto Board of Trade (Brief), Toronto, Ont., dated April 12.

Victoria, petition from citizens of, dated April 7. (*re* Mrs. J. MacKintosh Smith; submitted to Commission).

Webster, Sydney E., Montreal, dated April 16.

White, R. S., M.P., Ottawa, Ont., dated April 16, (enclosing letter from Mrs. G. T. Robitaille, Westmount, Que., which has been submitted to Subcommittee on Witnesses).

Mr. James Hunter called, and submitted brief, which expressed quite a number of complaints against present broadcasting, as administered by the Commission, under the Act, and outlining certain views held by himself and others to improve said conditions.

Witness questioned at some length, thanked and retired.

Mr. Murdoch called, and introduced Mr. N. S. Robertson, solicitor for the Association of which he was President, and requested that Mr. Robertson be permitted to present the views and complaints of that organization, and later they would answer any questions the Committee might desire to ask in that connection. Agreed to, and Mr. Robertson explained their case, which was followed by questions by members of the Committee, and answers given by Mr. Murdoch, Mr. Robertson, and occasionally by the Secretary, Mr. Johnson.

The above witnesses continued until one o'clock, when after some discussion as to the hour of reassembling later in the day, it was finally decided to meet again as soon as possible after the delivery of the Budget Speech in the House—probably, 4.30 p.m.

Witnesses retired.

The Committee adjourned.

### AFTERNOON SITTING

The Committee resumed at 4.50 o'clock, the Chairman presiding. Members of the Committee present:

*Messieurs:* Ahearn, Beynon, Gagnon, Garland (Bow River), McKenzie (Assiniboia), McLure, Morand and Wright.—8.

*Present:* all those present at the morning sitting.

Mr. G. Arthur Grier called, and submitted a brief setting out his views respecting the present system of broadcasting in Canada, making certain criticisms, and outlining a set-up for Canadian broadcasting, which, in his opinion, embraced the best features of the Aird Commission and the findings of the Radio Committee of 1932, and in accordance with the principles of British control of broadcasting; drawn up after study, experience, and careful thought on the matters referred to.

The witness was questioned by members of the Committee at some length. Certain statements made by the witness were replied to by the Chairman, Mr. Charlesworth, and the Vice-Chairman, Mr. Maher, of the Canadian Radio Commission. Witness thanked and retired.

It being near six o'clock, it was decided, after discussion, to defer further examination of witnesses until the next day of meeting.

The Committee adjourned to meet again on Friday, April 20, at 10 o'clock, Room 429.

E. L. MORRIS,

*Clerk of the Committee.*



## MINUTES OF EVIDENCE

HOUSE OF COMMONS,

Room 294,

WEDNESDAY, April 18, 1934.

The Select Special Committee on Radio Broadcasting met at 11 o'clock, Mr. Morand presiding.

The CHAIRMAN: Is there any business that any of the members wish to bring up before we call the witnesses this morning? If there is no business I shall now call on Mr. James Hunter of Toronto.

JAMES HUNTER, called.

*By the Chairman:*

Q. You are from Toronto?—A. Yes.

Q. I understand you are the radio critic of the *Toronto Telegram*?—A. Yes.

Q. You have a brief you would like to present to the committee?—A. Yes.

*By Mr. Beynon:*

Q. Have you any copies to pass around?—A. This is the only copy I have. I think I shall read this brief, and you may ask me any questions you like as I go along. The objects of the act of parliament which brought the Canadian Radio Commission into being were, briefly:—

1. To improve Canadian programs.
2. To enable more Canadians to hear Canadian programs.
3. To place more Canadian talent on the Canadian airways.
4. To safeguard Canada's interests in securing good wave lengths.
5. To co-operate with the stations in existence at the time the commission took hold.
6. To see to it that the number of American programs coming into Canada was cut down.

The CHAIRMAN: What is the fifth point?

WITNESS: To co-operate with the stations in existence at the time the commission took hold. The following will prove that the objects of the act of parliament have not been fulfilled by the present Canadian Radio Broadcasting Commission. The answer to one, "What were the important Canadian programs in existence at the time the commission took over?" The outstanding programs in Canada to-day are: Blue Coal, Campbell's Soup, Maple Leaf, Melodie Strings, Neilson's Romance and Gaiety, Shirriff's, Under Bridges of Paris, and Wrigley's. Of these, six are commercial and have nothing to do with the commission; two of the remaining three were on the air practically as they are now before the board came into being, so they can hardly be considered commission creations.

Despite the fact that it was claimed the Canadian Radio Broadcasting Commission would overcome certain air abuses, the situation to-day is just about the same as it was before the board took control (except that there are a few more "seare" advertising programs to be heard). Advertising was to have been cut to a five per cent maximum, but despite the fact that the board has complained about the odd program here and there, the fact remains that the Commission's

own station, in so far as Toronto is concerned, is the worst offender in this connection. Under private ownership price was never mentioned, but as recently as last Sunday, March 18th, CRCT, a Toronto commission outlet, carried two price announcements.

The answer to No. 2, "To enable more Canadians to hear Canadian programs," is: The wave length difficulties of CRCT have cut the audience of this station very considerably—a fact which will be vouched for by station authorities trying to sell time; one station in the west has been closed down; and to-day Buffalo stations are advising their clients to buy time with them since they, the Buffalo stations, have proved by a survey that they have now a larger Canadian audience than they ever had before. Of the nine most popular Canadian programs, as mentioned above, six are carried by an independent Toronto station, CFRB, and the reason for this is that the commission station CRCT hasn't a large enough audience. CRCT carries only three of the nine programs mentioned.

The answer to No. 3, "To place more Canadian talent on the Canadian airways," is: Regarding new Canadian talent; we doubt very much if any great deal of new talent has been utilized, but speaking specifically of Toronto, we understand that, while the Commission authorities have auditioned over 1,200 singers and musicians they have to date actually employed on the air only two singers who were never on the air before. One Toronto firm alone—the Wrigley Company—actually used more new and amateur talent this past winter than the commission (in Toronto).

The answer to No. 4, "To safeguard Canada's interests in securing good wave lengths," is: The wave length situation was never more chaotic than it is to-day—

*By the Chairman:*

Q. Where did you get that particular feature as to what the commission was supposed to do in reference to wave lengths?—A. Well, part of the reason for the commission being brought into being was to safeguard Canada's interests in the wavelength situation.

Q. That was not in the report nor in the act in any way, was it? I was just wondering where you got that idea.—A. When the commission came into being, it was to improve Canadian radio; naturally that would be included in that.

Q. Go ahead.—A. The wave length situation was never more chaotic than it is to-day. One Canadian station after another is having difficulty being heard, even in its own locality. The station at Kitchener, which is within the city limits, cannot be heard at all by a great many of the listeners in that city. CRCT, Toronto, is to-day forced to admit that its audience is badly mangled, owing to wave length changes which make it impossible for thousands of listeners to hear this station, which used to have one of the largest Canadian audiences. The commission's station in Montreal has difficulty in getting any coverage, and its audience is so small that a well-known sponsor made a survey, and then transferred his program to another and independent station. Some stations have been obliged to purchase new and modern equipment, and move transmitters away from the city, whereas other stations seem to be able to get away with practically what they please;—

Q. You say it is impossible to hear this station in Kitchener?—A. Yes; it has one of the largest Canadian audiences.

Q. Has there been a change in the wave length at Kitchener?—A. There was a change made. I do not know whether or not there has been a change in the last few weeks.

Q. There has been a change since the commission was established?—A. Yes.

*By Mr. Ahearn:*

Q. What station has one of the largest Canadian audiences?—A. CKGW, Toronto, which is now CRCT.

*By the Chairman:*

Q. Has its wave length been changed?—A. Yes, and its audience is so small that one well-known sponsor made a survey and then transferred his program to another and independent station.

*By Mr. Gagnon:*

Q. Who is that man?—A. Campbell's Soup. Continuing No. 4, for example, CKNC in Toronto, which is commission operated, has its transmitter where the studios are located (which is a residential district), but CKCL, another 100-watt station, has to maintain its transmitter about three miles from the studios, although the studios are not located in a residential district, thus incurring dual control staff and other expenses. Both the high-powered Toronto stations have their transmitters well out of the city, thus complying with the regulations. However, in Montreal we find CFCF, privately owned, with its transmitters right in town, operating on 500 watts; CRCM, owned by Macaroni and operated by the commission, has its transmitter less than five miles from the city, notwithstanding its power of 5,000 watts. CKAC, a privately owned station, has its transmitter thirty-five miles from Montreal. It is very difficult to justify the situation, and it is even more difficult to justify the commission acquiring a 5,000-watt station in Montreal when that city was already served by three outlets which carried both Columbia and NBC programs. These stations would undoubtedly have been glad to make arrangements to carry commission programs on any reasonable financial basis, but the commission offered such ridiculous figures that the privately owned stations could not possibly accept them and exist.

The answer to No. 5, "To co-operate with the stations in existence at the time the commission took hold," is: The commission has done next to nothing to co-operate with stations—

*By Mr. Gagnon:*

Q. Where did you read such recommendations; do you find them in the committee report or in the legislation enacted after the report was presented, in regard to co-operating with stations in existence?

Mr. BEYNON: I think it is in the act.

Mr. GAGNON: I asked the witness.

The WITNESS: Yes. I think you will find it is in about that wording. No. 5 again: The commission has done next to nothing to co-operate with stations, other than those which it became interested in; in fact the board has definitely made it difficult for private operators to get programs, by refusing to grant chain privileges to these stations and to allow them to compete with commission stations on an equal basis. Then, again, commission authorities have interfered with programs on independent stations; in one case that has come to our attention the commission was attempting to get a certain program which they considered objectionable, off the air, and at the very same time that they were doing this, one of their own stations was negotiating to get the same program on a commission outlet.

*By the Chairman:*

Q. Were the negotiations successful in that case?—A. No.



*By Mr. Ahearn:*

Q. Can you not be specific and name the station and program?—A. The station that there was trouble with regarding the program was CFRB Toronto, and the station that the CKNC authorities were trying to get it on was CRCT.

Q. What was the program?—A. Mason's Medicine, Mason and Company. Another case of this sort was the refusal of the commission to permit a Toronto independent station to carry a certain chain American program, and yet at the very time they were doing this, their own Montreal station was carrying the program.

*By Mr. Beynon:*

Q. Can you specify the program?—A. The Ford Motor Company program. The station that I understand wanted to carry it was CKCL. On the other hand, they were not allowed to carry it, but at the very time they were refused permission, CRCM, the government owned station in Montreal, was carrying it. The Radio Act definitely stipulates the appointment of provincial advisory committees to co-operate with the privately owned stations, and goes so far as to suggest that the private operator should be represented on those committees; but notwithstanding that, the attitude of the Radio Commission seems to have been one of antagonism and rivalry. It is more than difficult for the Radio Commission to think of co-operating with the private operator on the one hand, and be out competing with him for his bread and butter on the other hand, and that is exactly what they are trying to do when they enter the advertising field, and the commission station has the added advantage of knowing that its share of the million dollar subsidy is waiting whether or not the advertising is sold. On the other hand the independent station owner finds himself in the position of having a licence for only six months, never knowing at what hour he must reduce his power or shift to another wave length—being told at the start that if he spends any money on his station he does so at his own risk and feeling all the time that the commission created machine can offer any prospective client a chain of stations if he so desired, and quote line rates very much below what the private operator is able to quote. There have also been definite instances where the commission have offered free station time to commercial concerns and to political speakers, where the private station operator would be unable to do so, as that is his only possible source of revenue.

*By the Chairman:*

Q. Can you give us some instances of that?—A. I can in about an hour. I want to check the names of both of those.

The answer to No. 6, "To see to it that the number of American programs coming into Canada was cut down," is: The commission's own Toronto station is to-day carrying more American programs than it ever carried back in the days of private ownership, when it was known as CKGW. A check of the station log to-day and two years ago will show this.

In the foregoing I have endeavoured to show what has actually happened under the Canadian Radio Broadcasting Commission in contradistinction to what should have happened had the spirit of the Act of Parliament under which it was created been adhered to. The following is decisive evidence as to what the public thinks of radio control.

Ballots which were sent in to the Telegram declaring "in favour" of "opposed" to the Canadian Radio Broadcasting Commission, tell their own story. Ballots were received from many parts of Ontario, but the vast majority came from metropolitan Toronto. Of the 6,000 votes received, only 3 per cent were in favour of the commission.

*By Mr. Ahearn:*

Q. Mr. Chairman, may I ask the witness what the ballot was, who worked it out and what was on it?—A. We had three questions.

Q. What were the questions?—A. The first one was:: “Are you in favour of government controlled or nationalization of radio?” 2. “Are you in favour of the present commission?” 3. “Do you think the Canadian Radio Broadcasting Commission has improved Canadian radio?” Now, fully half of this 3 per cent were favourably inclined merely because they thought the commission would bring more Canadian talent to the front—since this hasn't happened it is doubtful if even these few people if asked to-day would be in favour of the present body. So much for Toronto. Now for the west. A recent poll conducted in Regina showed the commission badly snowed under, and the radio editor of the Moose Jaw Times-Herald is authority for the statement that the commission is anything but popular in that section of the west; and Montreal papers are continually carrying stories of complaints against the commission.

*By Mr. Gagnon:*

Q. Who gave you that information with respect to Saskatchewan??—A. Well, one paper in Regina ran a radio ballot, and I just got the results of what they found out.

Q. You read it in the newspaper?—A. No; their own man came down to see me.

*By Mr. Ahearn:*

Q. What were the results?—A. I do not know the exact results, but he came down to see me.

*By Mr. Gagnon:*

Q. A long time ago?—A. No, he was down to see me, I would say, three or four weeks ago, and I think the ballot was run very shortly before that.

Q. After the committee was formed and ready to sit?—A. I do not know whether the ballot was taken before this committee started to sit or not. I cannot tell you.

The CHAIRMAN: Go ahead.

The WITNESS: Re bilingualism. This question has aroused more antipathy toward the radio board than anything else. A vast majority of Canadians don't understand or speak French, and they resent the use of it on the air. This is a matter that should be left to the choice of the various provinces. The commission maintains that 28 per cent of the population are French, but as the majority of these French-speaking Canadians are located in Quebec, and therefore are served mainly by the Quebec stations it hardly seems just that their language should be inflicted on the other 72 per cent of the listening public. In the case of a program originating in one of the—

Mr. AHEARN: There are plenty of French Canadians in Ontario.

Mr. BEYNON: He said the vast majority do not understand French.

The WITNESS: The vast majority.

Mr. MAHER: There are 800,000 French people outside of Quebec.

The WITNESS: But that still leaves a vast majority.

Mr. MAHER: There is a minority of English in Quebec.

The CHAIRMAN: This is not a debate. Let him go on with his program.

Mr. WRIGHT: Let him finish his statement.

The WITNESS: A vast majority of Canadians don't understand or speak French, and they resent the use of it on the air. This is a matter that should be

left to the choice of the various provinces. The commission maintains that 28 per cent of the population are French, but as the majority of these French-speaking Canadians are located in Quebec, and therefore are served mainly by the Quebec stations it hardly seems just that their language should be inflicted on the other 72 per cent of the listening public. In the case of a program originating in one of the other provinces and being fed to a Quebec outlet, there is no reason whatever why the station announcer at the same time that the English announcement is being made elsewhere, thus eliminating needless waste of time. What useful purpose is served by making announcements in French over a Toronto station?

During the nine months preceding December 31, 1933, the Canadian Radio Broadcasting Commission spent \$732,000 of which amount \$229,000 was paid for programs—the balance or \$503,000 approximately 69 per cent of the total expended, went for line charges and administration. The average program schedule for the period mentioned was one Trans-Canada hour and an average of two sectional broadcasts a night; certainly an expenditure out of all keeping with the amount of entertainment provided the radio taxpayers.

From this evidence it can be easily seen that the radio public have not benefited materially from the existence of the present Radio Broadcasting Commission. Certainly an advisory control board is most essential, but as is the case in any like situation, it can only be really helpful when it is on the outside looking in. It is impossible for a board to be unprejudiced when it is in the same business as the company which it is trying to control. And, from the private owners' viewpoint, he hesitates to discuss operating troubles with a board which is in reality, not a big brother, anxious to help, but a keen competitor for the business he has worked hard to maintain.

The privately owned radio stations have proven their right to existence by maintaining a service which provides good entertainment for the Canadian listening public, without any government subsidy.

*By the Chairman:*

Q. In other words, you suggest subsidizing existing stations by the commission?—A. Well, assisting. You might call it partial subsidy. It would seem a very wise thing to build up from this present firm foundation, supplying help and co-operation where necessary. These stations have throughout the years been building up good sustaining programs and good commercial features. But the advisory control board buy these good features and feed them to stations which cannot produce them—thus providing the larger station with another revenue producing program, which in turn will provide him with the wherewithal to produce another entertaining feature for the listeners in that district. Of course it would be the duty of the advisory council board to maintain a perfect balance at all times between advertising and sustaining programs—just as newspapers must maintain their balance between reading matter and advertising. This, naturally, the private owner will be anxious to do, because he must please the listeners or lose his advertisers.

The creation of the advisory control board would have another far-reaching effect. It would take all the uncertainty out of the private owner's minds and they would feel free to improve their stations and build up programs for the future, knowing that they were not building up a fine structure that might at a moment's notice be thrust from under them.

The problem confronting radio in Canada is not so much one of whether radio shall be operated by private owners or by a corporate body controlled by the Canadian government, but is more the question of how best can the Canadian listener be encouraged to listen to Canadian stations. The very large proportion of Canada's population and consequently Canada's radio sets



are very close to the border between U.S. and Canada and as a result the very large majority of the Canadian radio sets are within easy reach of several of the larger U.S. broadcasting stations. From dozens of check-ups that have been made, particularly in the Toronto area, by advertising agencies and clients sponsoring radio programs, it is clearly indicated that no matter what program is going out over Canadian air there is still a very substantial number of radio sets tuned in to the larger American stations.

Among the Canadian sponsored programs that have most successfully competed for listener audiences in Canada are the Neilson program, the Wrigley program, Campbell Soup program, Blue Coal program and of course the General Motors hockey programs, the last mentioned undoubtedly holding the majority of the Canadian listeners within range of the stations carrying it. The first seven mentioned, while they undoubtedly command a good audience, can hardly be said to be out-drawing the larger American programs. The talent cost of these seven programs will be in the neighbourhood of \$140,000 based on a period of 26 weeks, one program a week which all of these programs ran with the exception of the Swift program which was for 5 weeks only. For that \$140,000 these sponsors were, in the aggregate, able to put on Canadian air less than  $4\frac{3}{4}$  hours per week out of the larger stations on the air of 114 hours. It will be noticed that the sum of \$140,000 is not very short of the total amount of money spent by the radio commission on programs in Toronto and Montreal in the entire 9 months ending December 31st last.

It will be seen, therefore, that one of our difficulties in keeping our Canadian listener tuned in on Canadian stations is one of finance. The most expensive Canadian program of the variety type going on the air at the moment would have a talent cost per program of approximately \$1,200, and there are very few that go anything like as high as this figure. On the other hand, the average talent cost for the weekly half hour and hourly programs in the U.S. will range all the way from \$5,000 to \$15,000 per program and there are a number of reasons for this increased cost, the main one being the tremendous amount of work that is put on the preparation of a program in the States as opposed to what can be afforded in Canada, together with the very high cost of names which have been built up over a long period of time and by the expenditure of a considerable amount of publicity money. another item which neither the Canadian advertiser or the Canadian radio station is in a position to spend in anything like the same amount.

Another reason why it is difficult for the Canadian radio station to consistently hold the Canadian listener is because of the attitude of the press.

This all brings us down to the point as to whether or not the sponsored programs should be continued in Canada and if they are discontinued, what will be the cost of providing similar entertainment for the Canadian listener without the backing of the advertiser, and how could that very high cost be financed?

Q. You say we cannot possibly compete with U.S. programs? Is it your conclusion that we have to forego the idea of holding our people to Canadian programs?—A. No.

Q. You have some suggestions as to how we can keep our people listening to Canadian programs?—A. Yes.

Q. Will you let us have them?—A. The suggestions I have along that line are these: to have the control of radio in Canada vested in the Minister of Marine and Fisheries; to have a certain amount of money, which we now have, to develop programs by privately owned stations; set up a provincial commissioner in each province to investigate a variety of suggested programs by private station owners, and if the programs come up to standard, allow the government to put those programs on the Canadian air, and pay the station that puts the program on the air. If an advertiser does not put on a good

program, he loses his audience. If a private station does not maintain a fairly good program automatically the public makes a decision. They do not listen, and if the public does not listen, the station cannot stay in business. I think that radio has to be very definitely under government control, for a good many reasons; but I do not believe that the Canadian Radio Broadcasting Commission should be in the active business of putting programs on the air, and trying to sell advertising.

*By Mr. Gagnon:*

Q. Mr. Hunter, What is your occupation?—A. Radio editor of the Toronto Evening Telegram.

Q. What is the circulation of that paper?—A. It is 160,000.

The CHAIRMAN: The best paper in Toronto.?

The WITNESS: Oh yes.

*By Mr. Gagnon:*

Q. Mr. Hunter, you referred a moment ago to a ballot which was taken; can you state when it was taken?—A. When it was sent out?

Q. Yes.—A. I cannot tell you now what month it was.

Q. Was it lately?—A. No, several months ago.

Q. How long did it run?—A. Three weeks; I think it was three weeks to the day.

Q. Was it last summer or last fall?—A. Last fall.

Q. October?—A. No, it would be earlier.

Q. September?—A. I am not prepared to say what month, but it was around that time.

Q. What portion of your readers responded?—A. As I said, we got slightly over 6,000 ballots.

Q. Out of 160,000 readers?—A. At that time our circulation was 142,000.

Q. It increased lately?—A. Yes.

Q. To that extent?—A. Yes.

Q. Was not the ballot accompanied by daily personal comments on the commission by your newspaper?—A. What is that again?

Q. Accompanied daily by personal attacks on the commission in your newspaper?—A. What do you mean by "personal attacks"?

Q. Attacks against the commission.—A. Some days we might have commented on what the commission was doing; on other days we might not.

Q. I am not criticizing you; I am asking you the facts. When the ballot was taken, were there not attacks against the commission by your paper?—A. Sometimes, yes.

Q. Might I sum up your evidence in these words, no good has been accomplished so far by the commission?—A. No, no.

Q. Some good has been accomplished?—A. Oh, certainly.

Q. I should be very pleased to hear it. Can you elaborate on that?—A. No; I have no statement on that.

Q. In your memorandum there was not one word of praise or favourable comment?—A. Because I feel so little has been done in contradistinction to what has not been done that I do not think it is sufficient to warrant the expense.

Q. Can you give us an idea of the good, which according to you, has been done?—A. Well of course, there have been some programs brought from the old country. The very fact that there have been some programs originating in Toronto and Montreal that some parts of the country have never heard before, good programs, naturally that is not bad; it is good.

Q. I am surprised you did not include that in your memorandum.—A. No I did not, for the reason that I have told you.

Q. You are aware some Montreal programs have been broadcast in the States by the NBC hook-up and they received favourable comment?—A. Yes.

Q. Are you aware they have received most favourable comment in the States?—A. Well, I presume they would receive some comment, because they had some good programs. You must remember the commission have really, as far as Toronto is concerned, not put anything on the air that was not on before, that we did not have at one time or another before. We can hardly see where this \$1,000,000 has given us anything that we have not had before.

*By Mr. Wright:*

Q. You may be right in regard to the stations at Montreal and places like that?—A. How do you mean?

Q. The talent was there before, and the programs were being distributed locally but not nationally?—A. Yes. You see the amount of time that the commission now has had in supplying programs. If that amount of time we are now getting is to cost \$1,000,000 or more; to develop a full schedule is going to cost millions a year instead of \$1,000,000. I noticed the other day that the commission felt the need of more money for next year. Well, if they are only giving us a few hours now as part of their first year before things were fully organized as they are now, and it is costing us a million dollars a year, you will readily see, if they ever come to the point where they are going to give us a full day's schedule, six or seven days a week, it will cost us millions, judging by the amount it costs to give us the number of hours that they are on the air to-day.

*By Mr. Gagnon:*

Q. Have you asked for the figures in regard to the cost of transmitting programs to-day?—A. Have I asked for figures?

Q. Yes?—A. From whom?

Q. From the commission?—A. No.

Q. From elsewhere?—A. No.

Q. Have you any idea how much the programs cost the commission?—A. Well, I have their report which was sent to me in Toronto, of the costs. I have their total on the back of the interim report, which covers from the first of April to the 31st December last year.

Q. You find that cost to be excessive?—A. I think so, yes. I think particularly the amount of money spent on programs as compared to the amount spent on transmission lines to get those programs across the country and the administration of the commission, will not balance. I do not think they are well balanced.

*By Mr. Wright:*

Q. In your judgment, the important programs throughout Canada is not particularly due to programs developed by the commission, but they are the result of hook-ups of established programs?—A. To-day, as two years ago, the biggest programs are still not commission programs. The commission is not in a position to spend money on programs. The commercial firms' programs are now the outstanding programs, and if those programs, which are sponsor programs or advertising programs, cost anything from \$60 to \$1,200, if that is the situation, how is the commission going to do it with one-third or one-quarter of the amount to spend on programs.

*By Mr. Gagnon:*

Q. You, I understand, particularly referred to the broadcast of the Campbell Soup people?—A. Yes.



Q. According to your opinion it is one of the best programs on the air?—  
A. I have said at times some of them were very good.

Q. Were you aware that the Campbell Soup program was arranged by the commission?—A. No, I am not aware of it, because it was not.

Q. Are you sure?—A. Yes.

Q. Is it not a fact that some of the commission artists have been loaned or leased to the Campbell Soup people?—A. I do not think they have been loaned. I think they have been sold. I think there has been a price set on their services. I do not think they were loaned.

Q. Was not the orchestra arranged and led by a commission artist?—  
A. Yes. It was not arranged.

Q. No?—A. No.

Q. Then, according to what you have just admitted, the commission had something to do with the Campbell Soup programs?—A. Some of the commission artists were on it, yes.

Q. Then, there are good artists working for the commission?—A. They could not get all the bad ones; they would have to get some good ones.

Q. I understand there are very good artists in Toronto?—A. Yes, I think there are.

Q. There are excellent ones heard over the commission broadcasts?—A. Yes.

*By Mr. Wright:*

Q. The talent the commission has now in Toronto is talent that was formerly being used by another station?—A. Yes.

*By the Chairman:*

Q. Do you believe that the transmitting of trans-Canada programs every day is of some value in respect of developing Canadian National spirit and a better understanding and better knowledge of the various provinces in Canada in each integral part of Canada? For instance, a program coming from Vancouver to Toronto, and from Montreal to Vancouver, would encourage a better feeling throughout the Dominion?—A. I believe it would, yes.

Q. There has been, undoubtedly, a great deal more of that since the commission was appointed, than prior to that?—A. Yes.

Q. So that by that process there is not a doubt in your mind—there is none in my mind—that the appointing of the commission and the putting over of trans-Canada programs has had some effect in the better knowing and greater cohesion throughout the Dominion?—A. A little, yes.

Q. You would not want to forego that medium for the unifying and the better knowing of Canadians?—A. I think it has amounted to enough to say that we cannot forego it.

Q. You would be prepared to drop the trans-Canada program as far as that factor is concerned?—A. I do not think it has yet done sufficiently good to make something that is really outstanding in what it has done.

Q. It is a matter of degree. It has done some good, but not as much as you would like it to do?—A. No.

*By Mr. Beynon:*

Q. In the scheme you suggest would it be necessary to drop that?—A. No.

Mr. GAGNON: Drop what?

Mr. BEYNON: The trans-Canada broadcasts.

*By Mr. Wright:*

Q. Would not all the good accomplished by the trans-Canada broadcasts be accomplished by merely creating hook-ups of the stations that are already in

existence?—A. I think so. It was not due to the fact that the commission were actually broadcasting. It was really due to the hook-ups of those stations that made possible the trans-Canada broadcast.

*By Mr. Beynon:*

Q. I should like to ask you a few questions sir. At the beginning you enumerated some eight or nine programs that you regarded as outstanding programs?—A. Yes.

Q. What was your method of determining that these were the popular programs in Canada?—A. Well, from the standpoint of the city of Toronto, the Neilson hour has been on, I think, six or seven years. It may be six, but I think it is seven. Now, over a period of seven years, a business firm gets a fairly good idea whether the expenditure of \$500, \$600, \$700 or \$800 a week for 26 weeks a year pays or not. The Neilson company intend to go on the balance of this year, as they have done, and they intend to go on the air next year, because they feel it pays them. If it pays them, their programs must have a listener-audience over a period of seven years. I think it is safe to presume—I am speaking now from the audience point of view—it must be a popular program.

Q. You made a statement that CRCT which was formerly what station?—A. CKGW.

Q. You made a statement that that station has not nearly as many listeners now as it had?—A. No.

Q. How do you arrive at that conclusion?—A. Well, for the simple reason in a great many parts of Toronto that station cannot be heard with clarity to-day. When you can hear so many stations very very clearly, it is quite safe to presume that people are not going to strain to hear that station.

Q. Has there been any check-up made that you know of?—A. Yes; two advertising agencies in Toronto have made surveys, what they call telephone surveys. I do not know the exact number of people they telephone, do not know the names, nor do I know where they live, but they investigated that and found that WBEN in Buffalo, which is a national broadcasting outlet, the same as CRCT is a government station from Toronto, had a much greater audience than it used to have. In other words, it had acquired a great part of the CKGW audience. In my own home in North Toronto, from a check-up in that district, in regard to station CRCT, I know that there is a continual whistle. People are not going to listen to that when they can hear stations across the line that have none of it.

*By the Chairman:*

Q. Can you tell us the reason for that whistle?—A. It is interference from other stations, I think.

Q. Can you give us an idea of the other station?—A. Yes, I think Mexico has something to do with it.

*By Mr. Beynon:*

Q. These check-ups are made by telephone advertising agencies?—A. They put so many girls on the stations. I do not know the number of girls or the questions they put to the listeners, but I do know one advertising agency in Toronto wanted to put a program on the government station CRCT. It was an American firm that had a branch in Toronto, and they wanted to put the program over by chain from New York. Naturally it was of advantage to them to find out if CRCT had a good audience. They found that audience was so poor they did not bother bringing it in.

Q. Mr. Charlesworth in his evidence stated that one of the advantages of the commission was they were giving opportunities to Toronto talent, as well as talent elsewhere in Canada?—A. Yes.

Q. Developing new talent?—A. Yes.

Q. Do you know to what extent new talent has been developed there?—A. In Toronto.

Q. Yes.—A. I do not think it has been developed at all.

Q. Is there any talent on the commission programs that we did not have before?—A. I think there are two people who were never on the air before. I heard there was a man and a woman, but I have since ascertained that the man apparently has been on the air before. The girl, I do not believe, had ever been on the air before. I think the commission developed her.

*By Mr. Ahearn:*

Q. How many auditions do you say took place?—A. I was told by a commission authority in Toronto that they had interviewed 1,200. It may be a little over, and maybe a few under.

Q. They only got two out of 1,200?—A. They did not get two because the man had been on the air before. They did not actually get the girl, as she had been in a contest and that had more or less started her. But if they are to get credit, I think they discovered one.

*By Mr. Wright:*

Q. You say that the radio people developed quite a few?—A. Yes. They have one each week before the program begins. They invite amateur talent. If you can play or sing they invite you to come and you are auditioned. You might win an audition today and you go on the air that night. Next week the same thing happens again. On some programs they have had people who have never been heard on the air before.

Q. That is Toronto talent?—A. It is not necessarily confined to Toronto.

Q. Canadian talent?—A. Yes.

Q. Have you any idea how many new people they have brought on the air that way?—A. They have been on the air 26 weeks. They have operated for a period of 26 weeks, and some evenings they have two. I cannot just say offhand the actual numbers, but you can see it would be more than 26 anyway.

Q. I have noticed a good deal has been said about the Ford program that was not allowed to go over a private station?—A. An independent station.

Q. What station was that?—A. CKCL. CFRB in Toronto is a Columbia outlet station in Toronto. On Sunday night the Ford program was to run, Thursday night and Sunday night. CFRB was able to take it on a Thursday night, but they could not take it because of a big Canadian hour, the Neilson hour already had the evening booked; so the authorities of CFRB went to CKCL and said that the Ford people wanted them to put the Thursday night program over the air in Toronto. They went to CKCL and said: We have to give preference to the Canadian program. We have already booked the time, but we will arrange that the Ford program should go over your station, that you should carry that program. CKCL, which is a small independent station in Toronto, put the program on. I do not think they asked the commission for permission to do it; I think they did it first. Whether they asked for permission after, or whether the commission objected to it, I do not know; but the radio commission refused them permission to carry that program. At the time that was being done, the commission's own station in Montreal was carrying that program.

Q. What kind of a program is that?—A. Oh, it is an orchestral program. One night they have an orchestra—it is a very fine program, an excellent program. They have very fine talent on that program.

Q. It is an excellent program?—A. Yes.



Q. Have you any idea of the artists employed on that program?—A. Marian Talley was on one night, and she is more or less an international artist to-day. They have also Warings Pennsylvanians Orchestra, which is looked upon as one of the best. They have other talent, but I cannot just recall off-hand who they are. But one of the outstanding artists is Marian Talley. That is the type of program they put on.

Q. Do you know from public reaction that this program is a popular program with the public?—A. Yes, it is an outstanding one.

*By Mr. Ahearn:*

Q. You say that these private programs go on the air for about 28 weeks?—A. It is 26 weeks, as a rule; the regular winter season is generally considered 26 weeks.

Q. What happens during the remainder of the year?—A. There are other types of programs. Take for instance, the Wrigley Company. They run their programs from the concert hall of the Royal York hotel in Toronto, which means that their audiences are able to go down there, by invitation, and listen to the broadcast for six months of the year. I understand this year they cut down their programs in time, cut down on the expense.

*By the Chairman:*

Q. Is that radio program a cross-Canada one or confined to Toronto only?—A. It goes out on two stations.

*By Mr. Gagnon:*

Q. Were these programs broadcast in the daytime before the commission came into being?—A. No.

Q. In the winter?—A. Always at night, summer and winter.

Q. Are they broadcast in the summer?—A. Wrigley's tell me they are going to broadcast all this summer.

Q. Did they in the past broadcast in the summer?—A. Wrigley's did broadcast part of last summer.

Q. In the daytime?—A. Always at night, no daytime program at any time.

Q. Were the other ones broadcast at night?—A. Always. We had one program, the Shirriff's, which is a morning program, broadcast at eight o'clock in the morning. Naturally, the outstanding programs, as a rule, are broadcast at night because you have a bigger audience then.

*By Mr. Beynon:*

Q. In the points that you gave us, you said something about the commission not allowing the stations to carry programs of another station.—A. Yes.

Q. In Canada, what was it that you had reference to?—A. That was the Ford program I spoke about. The commission did not permit this other station, CKCL, to take that program. Suppose there was a program originating in New York by some American firm who possibly had a plant in Canada, employing Canadian workmen, and selling their product to Canadian people, you could not bring that into Canada and send it over a group of stations in Canada. They might do it if they dealt with the commission, but they could not through dealing with independent operators. The commission might not give them that privilege.

Q. Have you any knowledge of any case where the stations were refused that right?—A. CKCL, this Ford program. They were told they absolutely could not carry it again.

Q. But that is not a question of their feeding it to any station. That is what I mean. Have you any instance of where one station got it but could not feed it to another station in Canada?—A. The same program?

The CHAIRMAN: Chain hook-ups. The CFRB program comes from the Columbia chain; CFRB is their station in Toronto, but they cannot chain it to any other station.

*By Mr. Beynon:*

Q. They cannot?—A. No.

Q. Have you any idea why that is so?—A. Well, the only reason I can find is that the commission has control of all chain broadcasting.

Q. Have you any idea why they would not let them do that?—A. No, I have not the slightest idea in the world.

*By Mr. Ahearn:*

Q. This is the main point in your statement. You believe that the radio commission ought not to enter the field of operating stations?—A. That would be one of my main points, yes. I do not see what they gain by operating stations.

Q. If they did not do that, a large amount of money would be saved?—A. Yes.

*By Mr. Beynon:*

Q. You believe that the broadcasting in Canada should be controlled by the government?—A. Oh, yes.

Q. Or some commission?—A. Yes.

Q. Or department?—A. Yes, very decidedly.

Q. What do you think about the limitation of advertising?—A. Well, I think some limitation should be there. Of course, if a program carries too much advertising, it loses its audience, and in losing its audience it does not sell the merchandise it is advertising.

Q. It loses its advertising effect?—A. Yes, and before long it loses its licence. It automatically takes care of itself.

*By the Chairman:*

Q. Has that been true in the United States?—A. Well—

Q. Has that curtailed advertising in the United States?—A. Just now, very decidedly, sir. Here is a new program which went on the air about two weeks ago. Last Sunday night they mentioned the fact in their publicity. They mentioned the fact that advertising was going to be confined to the announcements in the opening and closing of the program. That is the Chevrolet program. They learned that they had to cut down on advertising.

Q. Is it not true that there are stations in the United States at the present time which are not on chain broadcasting, privately owned stations, which are carrying a tremendous amount of advertising?—A. They are carrying quite a bit, yes. So are we to-day.

*By Mr. Beynon:*

Q. It has been suggested in the way of advertising that the mere mentioning of the name of the sponsor of the program would be sufficient for the advertiser. That is, that he would sponsor a program, but nothing more would be mentioned but the name, without mentioning the cost or where the product was manufactured, or the name of the product. What have you to say about that?—A. I think that if the government or the controlling body of radio in Canada to-day were to say, that is all you can do, I still think you would have sponsor programs.

*By Mr. Gagnon:*

Q. May I ask you a few questions with respect to the aspect of the French language?—A. Yes.

Q. Don't you think we ought to speak frankly on this matter?—A. Yes.

Q. Of course, you are a distinguished newspaper man, living in one of the largest cities in Canada. Would you tell me frankly what ought to be done by the commission with respect to the French language in provinces other than Quebec?—A. I can only tell you what my findings are. I find that there is a very, very decided antagonism in Ontario, a very great antagonism in Toronto and all throughout Ontario, to French announcements. They feel it is a waste of time. A vast majority of the people in Ontario do not understand what is being said.

*By Mr. Ahearn:*

Q. They get it in English as well?—A. Yes; why does it have to be two at all?

Q. Because this is a bilingual country. Why do we print Hansard in French and English? It is provided for in the B.N.A. Act.

*By Mr. Gagnon:*

Q. You did not answer Mr. Ahearn on that point?—A. I still do not believe it is necessary, despite the fact that this is a bilingual country. I do not think it is necessary to have a large English announcement and then a French announcement.

*By Mr. Beynon:*

Q. I would suppose the question is, what does the listener want?—A. He does not want French in Ontario.

Q. It is, what does the listener want.—A. It is he you have to cater to.

*By Mr. Gagnon:*

Q. Do you object to broadcasting of French songs?—A. No, no; some of them are very, very fine.

Q. There is a misunderstanding then; that is why I asked the question. Nobody objects to French songs or French lectures; but if I understand you, the listeners whom you represent, object to French announcements only.—A. No, they object to speeches in French. They took a very serious objection to what I think was an inter-university debate, which I think was from Montreal, a few weeks ago, with the University of Toronto. I think it was a half-hour debate, and was entirely in French.

Mr. MAHER: No, sir.

The WITNESS: Was it not?

*By Mr. Gagnon:*

Q. Do you feel you represent the majority of people of Ontario on that question?—A. Yes, I think I do. I think what I am saying represents majority thought.

Q. So that if I understand what you say, the people from Ontario object to a mixed debate being put over the air between the students of the University of Toronto and the students of the University of Montreal, Quebec, in French and English?—A. Yes, because they are not able to understand French. It is not that they object to French; it is that they do not understand it. They do not know what they are listening to. After all, the listener is the final man that has to be considered. When a man sits down at night to a radio, and a French talk comes on, he cannot understand it, and the reaction is he might just as well have a musical program that he can understand.

*By Hon. Mr. Cardin:*

Q. Is a man not at liberty to tune in on any other station if he is not satisfied, for fifteen minutes or half an hour?—A. Yes, he can tune in on another station if he so desires.



Q. That is, he can tune in on an American station, but are there no other Canadian stations that he can listen to?—A. I think there are, yes.

Q. Is he not in the same position as any other man who does not like the particular program which is being broadcast and he tunes in and gets another one for say half an hour?—A. Yes, he can, but that is looking at it from the wrong angle. The listener is the man who has to be pleased, and it is up to him if he wishes to go to another station.

Q. If he did not like a French program and he tuned in on another station for half an hour he could then go back to the other station when the French program is finished?—A. That is very questionable.

*By Mr. Gagnon:*

Q. Do you know how many people there are living in Ontario who speak the French language?—A. No, I do not know exactly how many there are.

Q. Suppose there are 250,000, do you think that they ought not to be able to listen to one French program once in a while?—A. As I said before, the musical programs in French originating in any City in Quebec are some of the finest programs we hear, or for that matter coming from Montreal.

Q. Did you read Mr. Ashcroft's memorandum before it was sent to Members of Parliament?—A. No.

Q. In one place he said quite frankly that the French language is offensive to British Canadian homes. I quote his words word for word; do you agree on that point with him?—A. Yes, if that is what he said I agree.

Q. So you think the French language is really offensive to British Canadian homes?—A. Yes.

Q. And that represents the views of your newspaper in Toronto?—A. I presume it does.

Q. It is a good thing that the Fathers of Confederation lived before to-day?—A. That is a matter of opinion.

Q. I only want the facts. The commission is the creation of parliament, and they have found the situation as it exists in Canada but they cannot change it, and the blame is not so much on the commission as on parliament which gave to the commission an instrument which they are supposed to play.

*By Hon. Mr. Cardin:*

Q. Do you happen to tune in on American stations when they are sometimes broadcasting in French?—A. Sometimes I do and sometimes I don't. It happens to be my business to hear broadcasts or programs in whatever language they are and irrespective of where they come from.

Q. Do you think that many of the people in the Province of Ontario refuse to listen to good programs coming from stations in the United States when they are broadcasting French opera or something of the sort?—A. No, not as a general rule. In that case the program is in French music. I mean is sung in French, and there is no objection to that.

*By Mr. Gagnon:*

Q. So then the French language is not offensive when it is sung but it is offensive when it is spoken?—A. You see it is not so much a matter of objection when it is sung in French because there is music with it; even if you do not understand the language you can enjoy good music.

Mr. GAGNON: That is interesting.

Mr. WRIGHT: I think we can state very definitely that Ontario people do not object to French music being broadcast, indeed very many of them appreciate it, occasionally at least, but when you do not understand French they do not want to sit and listen to a long dialogue in French, and I think the same thing would apply in every other part of Canada.

Mr. GAGNON: But Mr. Hunter goes much further.

Mr. WRIGHT: I do not think Mr. Hunter has made himself clear.

The WITNESS: What is it that I have not made clear?

*By Mr. Gagnon:*

Q. Well sir, I referred to the opinion given by Mr. Ashcroft who said that the French language was offensive to British Canadian homes, that is, over the radio, and I asked you for your opinion, if you agreed with that, and you said you did?—A. Yes.

Q. I would like to thank Mr. Wright for his broad expression of his views, but his views do not agree with yours on that point?—A. Oh, yes, they do. You said that Mr. Ashcroft said that the French language was offensive to British Canadian homes.

Q. Yes, and you agreed with him. I have in my hand here an article in the Toronto Saturday Night by Sir Robert Falconer who is one of our most distinguished Canadians. The article is entitled "Quebec—A Second Home for French Culture," and if you will read that article you will find that he is very sympathetic to the French language. Do you care to read that article?—A. I think I have read it.

Q. What do you think about it?—A. I am not passing any comment on it, I have no comment to make on it at all.

The CHAIRMAN: Are there any further questions?

*By Mr. McLure:*

Q. I would like to ask Mr. Hunter a few questions. Do you admit, Mr. Hunter, that the commission has made some progress and accomplished some things in favour of National Canadian broadcasting?—A. You could not spend a million dollars and not accomplish something.

Q. Well, then, you admit they have accomplished something?—A. Yes, I admit they have accomplished something.

Q. On national broadcasting?—A. Yes.

Q. Is it not a provision for the encouragement and opportunity for Canadian talent being realized by this commission in this way?—A. No, I do not think so.

Q. That is your opinion?—A. Yes.

Q. Is it not true that Canadian choirs, and orchestras, and bands in all the principal cities in Canada have contributed to the commission's service in broadcasting?—A. Some, not all the choirs and not all the orchestras.

Q. Oh, not all, but largely in all our programs these are all Canadian artists.—A. Yes, the vast majority I would say are all Canadian artists.

Q. In view of that then, is it not also a fact that these commission programs have been sent over a transcontinental network of American companies and have been well received?—A. Some programs but very very few.

Q. Well, a certain percentage?—A. Yes, a very small percentage.

Q. And they have all been well received.—A. I do not know whether they have or not.

Q. Well, that is the general report.—A. Well, of course, that is only a report. How do we know that that is so.

Q. Well, we know everything by reports. If that is so that the Canadian talent is receiving some recognition all over the American continent then the commission broadcasting must be doing some good work.—A. As I said before it could not spend a million dollars and not accomplish something.

Q. Well, is it not a further fact that the commission are broadcasting thirty-five hours a week various programs produced by Canadians and employing Canadians from the Atlantic to the Pacific?—A. They are, yes. Of course we had programs before we ever had a commission.

Q. Yes, but this is Canadian programs.—A. We had Canadian programs before we ever had a commission.

Q. Well, then, why do you take objection to the present broadcasting as against the previous broadcasting?—A. I do not take objection to the present broadcasting.

Q. You have no objection to that.

*By Mr. Ahearn:*

Q. You object to spending a million dollars?—A. Yes.

*By Mr. McLure:*

Q. Did you state that you had taken a ballot that showed only three per cent in favour of the commission?—A. Yes.

Q. Well then, in regard to that I might say that I saw a very representative ballot, or what you might call a ballot, composed of letters on file in the Honourable Mr. Morand's office, a file of at least a thousand letters or more. I did not count them, but Mr. Morand will know, and I would judge out of those that anywhere from fifty per cent to sixty per cent that I read—and I read a lot of them—were all in favour of the work of the Canadian Broadcasting Commission. And furthermore, they go on to say that after one year's service they have made good progress and they hope that this committee will see that they are further encouraged in national broadcasting work in Canada. There is the difference of the two ballots.—A. Yes. Well one is six thousand ballots in one district and the other is a thousand over the whole of Canada. It does not make a very good showing, does it?

Q. But one was not asked for and the other was; one just came impromptu. Would you say, Mr. Chairman, that there were a thousand letters on file there?

The CHAIRMAN: Probably more than that, and they are stilling coming in.

*By Mr. McKenzie:*

Q. In the ballot which you said was sent out by some firm in Moose Jaw—A. I think it was Moose Jaw.

Q. What were the questions that were asked on that ballot, could you tell us?—A. I cannot tell you offhand exactly what they were.

Q. But they were largely against the commission, you say.—A. The editor of the paper there that put out the ballot told me they were very decidedly opposed to the commission.

*By Mr. Gagnon:*

Q. Could you give me his name?—A. I could in a little while.

Q. Is it not Mr. Buchanan?—A. No.

Q. And you mention in your statement that the commission are at the present time carrying more American programs than ever.—A. I said CRCT, the commission outlet in Toronto.

Q. What is the power of that station?—A. Five thousand watts.

Q. Well, you said something about a whistling sound and you thought it was probably due to the Mexican station. I think Colonel Steel made some reference to that station. He seemed to be under the impression that our stations were not strong enough to prevent that whistling sound coming from the Mexican station. Have you any idea what power they would require to have in order to overcome that whistling sound? I understand that is a very powerful station down there.—A. From all I can gather it is probably one of the most powerful. It is very difficult to know what power these Mexican stations have, because apparently they fluctuate.



The CHAIRMAN: I do not know whether the committee has noticed that Mexico has changed one wave length that was interfering with some of the stations in Quebec or Montreal; I am informed that that change has taken place in the last few days, and I am also told on very good authority that there has been a very great improvement in that district since Mexico has changed this station.

Mr. GAGNON: I would like Colonel Steel to tell us something about that matter, because one newspaper attacked Colonel Steel, and I think it is only fair that Colonel Steel should make a statement here before this committee in that regard. It is a fact that Mexico just a week ago has changed one of the channels and the situation has improved considerably. In fairness to Colonel Steel, I think we should hear from him in that connection.

*By Mr. Gagnon:*

Q. I would like to ask one more question, Mr. Hunter. You said something a little while ago about University debates. Are you aware that such debates were organized by universities in Canada and not by the commission itself?—A. The idea was first put into the universities' heads by the commission.

Q. And now with respect to Ontario, is it not a fact that the university debates in the province of Ontario are wholly within the purview and control of Mr. Dunlop, the director of public relations of the University of Toronto; are you aware of that?—A. Aware of what?

Q. Are you aware that University debates in the province of Ontario are wholly within the purview and control of Mr. Dunlop, the director of public relations of the University of Toronto?—A. Yes, when they actually took place.

Q. Is it not a fact that even before they took place they were under the control of Mr. Dunlop?—A. Yes, but the idea came originally from the commission, I think.

The CHAIRMAN: Are there any further questions?

*By Mr. Ahearn:*

Q. Mr. Hunter, if the government through the commission went out of the business of operating radio stations, and the government then took supervision and control, would you recommend that the commission be the body to be in control?—A. I do not see why they would need a commission, if they were just going to be a supervisor or advisor.

Q. Someone would have to supervise?—A. Yes.

Q. Would you recommend that the present commission be the body to do it?—A. I do not think that you would need to spend that much money to have control.

*By the Chairman:*

Q. Do you know of any country in the world to-day that has not a commission to control radio broadcasting?—A. No, I think they all have, at least all the important nations that we know of.

Q. That have radio?—A. Yes, I would say that it should be under government control. I think it would be too large a thing altogether to let run loose.

*By Mr. Wright:*

Q. In your statement you stated it should be put under the Department of Marine; that was your statement.—A. That is what we think, yes.

The CHAIRMAN: Gentlemen, we have a lot of other witnesses, are there any further questions?

*By Mr. Wright:*

Q. You spoke about scare programs; would you care to give a definition of that?—A. Well, certain types of programs recommending something wrong with your kidneys, for instance; advertising such as that is commonly called scare advertising; they are trying to direct attention to the fact that if you have not been feeling good you should do certain things, and some of that is going into the homes and I do not think it is doing very much good.

Mr. GARLAND: If the witness had suggested censorship of advertising I could go even that far with him, I mean of all advertising.

The CHAIRMAN: Newspapers as well.

Mr. GARLAND: Yes, I think the time is pretty nearly ripe for that. Mind you, it is not confined to radio alone, by any means.

*By Mr. Wright:*

Q. In your judgment, the independent station has not had the co-operation that they were led to believe they were entitled to?—A. No.

The CHAIRMAN: Thank you, Mr. Hunter.

Witness retired.

W. M. MURDOCH called.

Mr. N. S. ROBERTSON: Mr. Chairman, I am appearing for Mr. Murdoch. Is it in order that I give a resume of the situation and then you can ask Mr. Murdoch questions?

The CHAIRMAN: Mr. Robertson, you are representing Mr. Murdoch, president of the Toronto Musical Protective Association?

Mr. ROBERTSON: Yes, Mr. Chairman.

The CHAIRMAN: You have something you wish to submit?

Mr. ROBERTSON: Yes. I thought I might submit to the committee an outline of the position of the Musical Protective Association and then leave it to the committee to get what information they would like direct from Mr. Murdoch.

Mr. AHEARN: May I ask Mr. Robertson's initials?

Mr. ROBERTSON: N. S. Robertson.

The CHAIRMAN: Are you a legal man?

Mr. ROBERTSON: Yes, I am a solicitor.

The CHAIRMAN: Mr. Robertson is counsel or solicitor for the Association.

Mr. ROBERTSON: The Chairman has said to you that I am representing Mr. Murdoch. I am, in fact, representing a committee of which Mr. Murdoch is Chairman, a committee representing the Musicians Protective Association throughout Canada, from Vancouver as far east as Halifax. The formation of this committee is the result of negotiations and discussion as between the various local units of the Musicians Protective Association and the Commission, and is, I understand, really at the request of the commission in order to form a central body with which the commission could deal in connection with local complaints, and in order to facilitate the commission in arranging uniformity in dealing with professional musicians throughout Canada.

The CHAIRMAN: Is this national, or does it extend in an international way?

Mr. ROBERTSON: It extends in both ways. The locals are purely autonomous; they are operated in Canada by Canadians; they are affiliated similarly to the Locomotive Engineers and other unions with American affiliations. Does that answer your question, sir?

The CHAIRMAN: Yes.

Mr. ROBERTSON: Now, the situation which has been unsatisfactory to the professional musician has arisen out of the policies of the commission. For one thing, the commission through its policy, and through its anxiety, we take it, to save money, has been putting on the air all the free music it can get with the result that it has been driving professional musicians out of employment, driving them out of employment with the commission, so that they have been driven on to relief in which the government has been very interested these last few years.

Now, the way in which that has occurred I will outline to you. I understand it is the commission's policy to broadcast very largely its programs by way of remote control. For example, the Canadian Railway hotels employ orchestras which are paid for by the hotels. The commission then, possibly without let or hindrance, sets up a microphone in the dance hall or the dining room of the hotel and that music is broadcast over its chain. The commission pays nothing. It is quite nice for the commission one way inasmuch as it gets that music for nothing. It is good music, but the result of that is that one orchestra is employed in the hotel, and all the rest of the professional musicians who do not happen to be on that orchestra are thrown out of employment.

That situation exists at Vancouver, Calgary, Saskatoon, Winnipeg, Regina, London and Brantford. And the railway hotels are the least offenders in this respect of all the institutions having their own music which is picked up free by the commission because, in many cases, the hotels pay a remote control fee. And it is to be said in connection with this point—and I think I am right in saying this—that the railway hotels are very fair towards the professional musicians.

In addition to using the hotels and its free music with the result that professional musicians are put out of employment, they use dance halls in Montreal very extensively, as well as in other places, in restaurants and wherever it is possible, apparently, for the commission to get free music, to the end that professional musicians who depend on music for their livelihood and who have spent large sums in qualifying themselves—I have a witness here who has spent seven years all told in qualifying himself; he spent one year in England and two years in Belgium, and he is the type of man that I am speaking of. This witness is not out of employment, gentlemen, but other musicians with the same qualifications as himself are put out of employment by this policy of the commission.

The CHAIRMAN: Are you using the correct phraseology there, Mr. Robertson.

Mr. ROBERTSON: "Left out" possibly is a better term.

The CHAIRMAN: Well, is it a fair term?

Mr. ROBERTSON: Well, it may be a fair term. That will be for Mr. Murdoch to say.

Hon. Mr. CARDIN: Did not that same condition prevail when the privately owned stations were operating?

Mr. ROBERTSON: No.

Hon. Mr. CARDIN: Does not that same condition prevail at the present time with the privately owned stations?

Mr. ROBERTSON: No.

Hon. Mr. CARDIN: Is it a fact that the privately owned station in Montreal picks up broadcasts coming from the hotels?

Mr. ROBERTSON: No, not to the same extent. The privately owned broadcasts, or privately sponsored broadcasts pay for their musicians; there is control over them, and they come back to us and want to buy music again.

Hon. Mr. CARDIN: Do you mean to say that they pay for the musicians and the orchestra in any hotel?



Mr. ROBERTSON: They pay a remote control fee. The result of that requirement and that policy is that there is not the incentive for the station to step in and catch the free music to the detriment of the professional musician; there is no incentive for the hotels to employ the professional musician if they can get free music; it is natural, it is human nature. That is one feature of remote control.

Let us take you to Windsor, and you probably have heard of the situation there. I do not personally know but here is the Windsor situation if you are not already familiar with it: You have a station at Windsor, and you have a municipality in Windsor that has been in the very depths of depression. There are professional musicians there who have been out of employment because of the general depression, and you have a station in Windsor which is broadcasting American musicians, Detroit musicians. The studio is across the river, and the Detroit musicians are paid, and that is wired through. The result of that all is, of course, that the Canadian musician in Windsor is out of employment and is no doubt, in many cases, on relief, part of which is contributed by you and part by the Province. How much better would it be if the policy of the commission were such that that condition be alleviated, at least.

The CHAIRMAN: Before you leave that point, that is not a Canadian station in the sense of the Canadian Broadcasting Commission at all. That is a private station.

Mr. ROBERTSON: But under the control of the commission.

The CHAIRMAN: Like any other private station is.

Mr. ROBERTSON: Yes but the commission is the body that has the control of that station.

The CHAIRMAN: They do not generate any programs from Windsor at all at the present time; this is purely a private station the same as CFRB the same as La Presse, or any other station.

Mr. ROBERTSON: But under the control of the Radio Commission.

The CHAIRMAN: The same as any others.

Mr. ROBERTSON: Oh yes.

Mr. GAGNON: They are under the control of the commission only in so far as the regulations are concerned.

Mr. ROBERTSON: I will come to that question of regulations in a moment, Sir. Just on that subject, you have in your regulations now a provision that forty per cent of your programs, no more than forty per cent, can be foreign sponsored. You have a rider in your regulations that if a program is sponsored by a parent company having a branch in Canada that is to be treated as a Canadian program. The result of that is quite apparent. An American program comes in for which nothing is paid here, nothing goes to the commission. The Canadian organization simply acts as a branch, and can import American musicians by broadcasting to the detriment of the Canadian musicians who live here and pay taxes here, and who expect to get their livelihood here.

The CHAIRMAN: Can you give us some examples of some companies that do that sort of broadcasting?

Mr. ROBERTSON: Take your Chevrolet programs. My point is, that you have your forty per cent for foreign broadcasts. You fill that forty per cent with straight American programs. Under the regulations you can take forty per cent strictly American, announced as American, coming from C.B.C. or N.B.C. I am simply pointing out the effect of your regulations, that when they say they have sixty per cent Canadian they have a very much smaller percentage Canadian, with the result that the professional musician has just that much smaller chance of earning a livelihood here. Your regulation, you see, gives you forty per cent N.B.C. or C.B.C., and these programs are sponsored in the States by a concern

that has a branch here. On the face of your regulations it looks very rosy, but in fact from the point of view of the man that earns his money by making the programs you have not a forty-sixty split but a very much smaller split by reason of this rider which says that an American sponsored program of a concern in Canada where they have a Canadian branch can come in and credit be given to the Canadian branch. I am merely paraphrasing it. As the result of this rider the professional musician does not get a chance.

That is one complaint the professional musicians have. The effect of the commission policy, my clients say, as administered up to date, has been gradually to cut down the opportunities for earning a living by the professional musician in Canada. And I do not think that can be gainsaid. The professional man has suffered through, first, the phonograph, then the development of sound pictures, and now the introduction of radio stations. While the stations were properly sponsored we had some control. We could say to them If you want to buy our services then play ball with us. But we cannot do that at present.

Let me come to another of your regulations. Your earlier regulations provided that all records, all cylinders for electrical transcription must be manufactured in Canada. What is the present situation? It is left in the discretion of the commission. It comes in here as a record; there is no tariff, there is no protection to the intangible part of the making of that record—the music and the program. You take a record; it is so much zinc, or whatever it may be; it costs so much to produce that, but did that figure in the cost of the program? The result is, that the actual manufacturing of something tangible gets tariff protection, but professional musicians do not get any tariff protection.

Mr. GAGNON: So you would like to have a tariff established on spirituality?

Mr. ROBERTSON: I am just laying it before you, gentlemen. Let me go back to the basis on which I commenced. Your old regulations were provided to protect. Let me follow it a step further, that is equipment necessary for electrical transcription was required to be produced in Canada. Now there is no such regulation and it is left in the discretion of the commission. What happens? The professional musicians here do not have a chance to make those records. That is a serious objection and it all tends to put these men, let me say, on the dole. They were made in Canada before the commission, and I believe they were made in Canada in the earlier days after the commission had been set up, and quite a number of transcriptions have been made. I have a list of them here somewhere. That follows up the point I wish to make in connection with Windsor, that you have an American electrical transcription made there, actually operated in Detroit and wired across, and our information is that that is not an uncommon situation.

The CHAIRMAN: How old is your information with respect to this Windsor station?

Mr. ROBERTSON: I understand there has been a change in the last week or two.

The WITNESS: There has been a change, Mr. Chairman, but that has not made any difference so far as the Windsor musicians are concerned, yet they were hoping for the best.

The CHAIRMAN: There are no studios on the other side at the present time, I believe they are closed.

The WITNESS: They are closed now. They are wiring it over under the river, just over the border, and the record is made there, and the American musicians are paid to make it and it is wired into Canada and broadcast as a Canadian program.

*By the Chairman:*

Q. Have they developed an organization in Windsor?—A. Yes. And they have some very competent musicians there too.

Q. And they have developed one for radio purposes?—A. They have always had an organization there, even before the commission, but they have not been on the air since. They may have supplied an odd pianist, but the bulk of the work is done in Detroit.

Mr. ROBERTSON: I would like to point out, that the effect of the commission's policy is to pick up free music from orchestras and other sources, and in that way to prevent the professional musician from getting employment that they think they should get, and the protection in the way of employment that they think they should get from the Radio Commission. Mr. Murdock is here and can repeat it, that before there was a commission they were better off, so far as employment is concerned, than they have been since the establishment of the commission. That is not said as a criticism of the policy of the commission in any way, shape or form. It is just stated as a fact. Mr. Murdock says, that before the commission, when they dealt with the private station, they were better off so far as employment was concerned than they have been since, and that is all summed up by saying, that the commission's policy apparently has been to stick a microphone in and get free music here, there and everywhere, thereby preventing Canadian professional musicians from obtaining the employment that they think they are entitled to, and that goes for remote control and the shipping in of records, and so forth.

The CHAIRMAN: The total amount of money that the commission has spent for broadcasting has been spent for Canadians, did you know that?

Mr. ROBERTSON: I do not know, Mr. Chairman, I cannot answer the question. I can only speak from the comparison before the commission was established, or have Mr. Murdock speak as to that question.

The CHAIRMAN: I think we have had testimony here before the committee to the effect that whatever sums have been spent by the commission for programs has been spent for Canadians.

The WITNESS: We would not know that.

Mr. ROBERTSON: Now, I think I have covered the importation and the change in the regulations. There is another matter in connection with the old regulations as to electrical transcription. Under the old regulations a definite time was provided and that was not the marketable time of professional musicians. It seems logical, that if you want automatic or electrical transcriptions, or anything of the kind, that that should be supplied at a time that is not saleable by the man who makes his living out of music. That was provided for under the old regulations, but under the new regulations it is not, it is opened up.

Mr. GAGNON: May I ask if we could not have an outline of the organization.

The CHAIRMAN: We will ask that of Mr. Murdock afterwards.

Mr. ROBERTSON: Just on the matter of the employment of professional musicians, just to give the committee an idea of what the professional musician is up against in connection with technical production, I am instructed that a twenty-five piece orchestra was asked to give an audition. This is not the Radio Commission, I want that thoroughly understood that the Radio Commission have nothing to do with this, so far as we know, I merely lay it before you as something showing the difficulties of the man who earns his money by music. A twenty-five piece orchestra was asked to give an audition. It gave the audition for half an hour period.

The WITNESS: They rehearsed several hours.

Mr. ROBERTSON: That was picked up, transcribed, put on to the equipment for electrical transcription; the orchestra was not employed, received nothing for its rehearsal, got nothing for its audition, but somebody got the benefit.



The WITNESS: They did not know who they were playing for.

Mr. ROBERTSON: That is the kind of thing that the man who makes his living out of music is up against.

Mr. GARLAND: Just on that, would that not have been possible whether the commission was in existence or not?

Mr. ROBERTSON: Quite. I offer it to show just one of the things that the professional musician is up against under present technical conditions.

The CHAIRMAN: How long ago did this take place?

Mr. JOHNSON: Two years ago.

Mr. ROBERTSON: I tried to make clear to your committee that this has nothing to do with the commission at all. It is just offered. Now, here is something else that my clients object to in the policy of the commission. The commission gets sustaining American programs, or other programs, and charges for spot announcements. Money comes into the commission from the public for some benefit that has come out of the advertising. This is a sustaining program that keeps a professional musician from being employed.

Mr. GARLAND: How can you any assurance that these spot announcements would employ musicians?

Mr. ROBERTSON: Well, that is something that might well be put under the control of the commission. It might be possible for musicians to get a better break if something were done in that regard.

Mr. GARLAND: Do you suggest a regulation by the commission that would compel the spot announcer to employ and pay for music used by that broadcast?

Mr. ROBERTSON: That is a pretty categorical statement.

Mr. GARLAND: Is that what you propose?

Mr. ROBERTSON: We would propose that the policy of the commission and its regulations be proclaimed as to give protection to the man in Canada who is a professional musician and not, as apparently has been the policy, to take all that protection away from him. Spot announcing is only one item. What the regulation is is a matter of policy for the commission. To put it broadly, we would say, that a spot announcer on a sustaining program should not be allowed to get every benefit, at least to the detriment of the professional musician in Canada.

Mr. GARLAND: Would that not tend to abolish the use of records in spot advertising?

Mr. ROBERTSON: Not necessarily. As I said a while ago your earlier regulation as to records provided for the use of records at a time when professional men were not in the market to sell.

Mr. GARLAND: That is true, but getting down to the point, spot advertising is put on at times when it can be sold best, and that may be the time when music can be sold best. In that case, would you abolish the use of records?

Mr. ROBERTSON: No, I would not abolish the use of records, but if the combination of all these things has the result of putting eighty per cent of the professional musicians in Canada out of employment—the fact is that eighty per cent of the professional musicians in Canada are out of employment—then it seems to my clients that the policy of the commission should be so framed as to minimize that unemployment instead of aggravating it.

Mr. AHEARN: Did you say eighty per cent?

Mr. ROBERTSON: That is what I am instructed. Is that correct, Mr. Murdock?

The WITNESS: That is correct, yes.

Mr. McKENZIE: Do you think that part of your trouble is due to the fact that the commission's finances are more or less restricted? Mr. Charlesworth has told us that they actually required more money.

Mr. ROBERTSON: I do not know what is in the commission's mind. It may be that if the commission had lots of money the situation would be remedied. I can only speak of the facts as they have existed during the past.

Mr. McKENZIE: But you say that they do not pay anything for remote control and that is being paid for by those outside of the commission.

Mr. ROBERTSON: Yes.

The WITNESS: In some cases.

Mr. GARLAND: With regard to the unemployment of eighty per cent of the musicians associated with your association to-day, is that due entirely to the radio, or is it due also to these other things you mention?

Mr. ROBERTSON: It is due to general conditions undoubtedly.

Mr. GARLAND: You cannot attribute it to radio alone?

Mr. ROBERTSON: No.

Mr. GARLAND: Have you made any attempt to break it down.

Mr. ROBERTSON: How could we break it down? But we are satisfied of this, sir, that before the commission took over we were better off and our members were better off in the way of employment than they have been since.

Mr. GARLAND: That is a very interesting point. Can you give me the total membership of your association, paid up, in 1932?

The WITNESS: Around five thousand.

*By Mr. Garland:*

Q. What is it to-day?—A. About the same.

Q. What percentage was unemployed in 1932?—A. I cannot say. We are not suggesting that the Radio Commission is responsible for eighty per cent of our people being unemployed. We are just pointing out some of the evils of the regulations which have aggravated the situation.

Mr. ROBERTSON: I think it is almost axiomatic, that if the Radio Commission as a matter of policy sets up a microphone in the Chateau down here, and sets one up in every other hotel and restaurant as a matter of policy and pays nothing for that, it must follow that one orchestra does the work of possibly two, three or four orchestras all over Canada. I do not think that is arguable, I think it is plain common horse sense.

Mr. GARLAND: Was not there a thousand more times harm done to the professional musician by the introduction of the talkies?

Mr. ROBERTSON: Undoubtedly there was an immense amount of harm done.

Mr. GARLAND: In this city alone there were about twenty orchestras thrown out of employment.

Mr. ROBERTSON: That is not arguable. As I said a moment ago, here is mountain built on mountain. First we start with the gramophone, then we have the sound pictures, and now we have radio, and radio whether under the commission or not under the commission is going to hurt the musicians. However, we have a commission which apparently, as a matter of policy, goes out and picks up the music paid for by somebody else and spreads it over us and puts us out of employment. That is just the situation.

Another feature that my clients object to is, what I am instructed is the policy of the commission in sustaining programs. It may be a matter of administration, or it may be possibly a matter of dollars and cents, but a sustaining

program in Canada surely should be done by Canadian musicians and not by electrical transcription, or a hook-up with an American line, because if it is not our men go from one department of the government to the other.

There is another matter that I want to mention to the committee, and that is the competition that the Militia and the civilian musician gets from permanent force bands. The commission will probably answer that there is a certain public demand for broadcasts by permanent force bands, but every time that the permanent force band goes on on a national broadcast then out of employment goes a civilian or militia band. Every time that you put a permanent force band on the air, even though it is free to the commission, out of employment go so many bands that depend on music for their livelihood. On January 4th, for example, you had a national hook-up of the Princess Pat Band in Winnipeg. Captain James, I am instructed, is a very competent and aggressive band master; he has to have the consent of his C.O. because under K.R. and O. he must get it; he is in straight competition in Winnipeg with the militia bands because all members of militia bands are professional musicians and belong to this organization, and with the civilian band that is making its living, buying its bread and butter out of its efforts. That is an objection my clients have to the use of government bands or permanent force bands, or any other method whereby more musicians are kept out of employment.

Then we come down to the matter of discrimination, and you will undoubtedly want to question Mr. Murdoch on this subject. My clients instruct me that in Montreal the commission gave an audition to an orchestra, and following the audition and two rehearsals the orchestra leader was told that he must drop certain members of his orchestra as a condition to getting employment with the commission. That is the Kaster case.

Mr. MAHER: That is not the case.

Mr. ROBERTSON: I prefaced my remarks by saying that these were my instructions. Mr. Murdoch can be cross-examined on that. I have no personal information on it, I am merely repeating what my instructions are.

Mr. BEYNON: Would you suggest, Mr. Robertson, why they had to drop these men.

Mr. ROBERTSON: No, I have no suggestion to give, because I am not instructed, sir, but Mr. Murdoch can be examined on that point.

Mr. AHEARN: Have you the names of those that were asked to be dropped?

The WITNESS: We have the evidence here.

The CHAIRMAN: Could not we go on with this first and we will come to that afterwards.

Mr. ROBERTSON: Now, you have also a situation in Quebec City. You understand, of course, I am giving you my instructions. I am instructed that in Quebec City you have very competent professional musicians and your commission is not using them, and has not used them, but is using an amateur band. You quoted Sir Robert Falconer's article from *Saturday Night*, which I myself had the pleasure of reading and with which I agree in respect of Quebec being the home of French culture, but I am instructed that notwithstanding that although there are very competent professional musicians in Quebec City the commission has not used them.

The CHAIRMAN: Are they members of this association?

Mr. ROBERTSON: No, they are members of the Quebec Musicians Association in Quebec City. We say that is discrimination. I lay that before you. Then again, we have two cases in the West, the Fagan case and the McEwing case. Take the McEwing case, my instructions in that case are that McEwing hired an orchestra of professional musicians but did not pay them. He was paid but did not pass the money on. He was, therefore, expelled from the



organization because he did not play ball with the members that he hired and who were looking to him for the payment of their wages. And what does the commission do in the West over the protests of the organization? They hire Mr. McEwing. Is that fair to the professional musician.

Mr. BEYNON: Where was this, Mr. Robertson?

Mr. ROBERTSON: That was in Saskatoon.

Mr. GAGNON: So if I understand you right, you speak for all the musicians in Canada?

Mr. ROBERTSON: Yes. I have a file here which is the accumulation of complaints, and when this committee was formed, that is, this committee of the House of Commons, it was formed in order to be a clearing house, and as I said in the beginning there were requests by the Radio Commission that there should be some system whereby when a complaint came in from Calgary, for instance, they could take it up with one man instead of out in Calgary and that therefore there would be uniformity. Well, when this committee was appointed, this committee here, a committee was formed and I can read you the names of the members of it—appointed from all over Canada, a committee formed in order to present those grievances to your committee here. That committee is composed of men in Toronto, Montreal, Vancouver, Winnipeg, Calgary, Saint John, Quebec, Saskatoon, and the committee was formed for the purpose of collecting general complaints of the various organizations and presenting them here. There is one thing—this is not a serious matter but it all feeds to my thesis—that the policy of the commission has not been calculated to keep the musicians Mr. Chairman, in employment. For example, in Moose Jaw there are three wave lengths that are very close together, I am instructed. There is one station heavier than the rest, and the result is that there is hardly any chance of the musicians in the other towns selling their services in competition with the services of those who are on the heavier stations.

Mr. BEYNON: You are referring to Saskatoon, Moose Jaw, and Prince Albert, are you not?

The WITNESS: Yes.

Mr. ROBERTSON: Coming back to the McEwing case in which I pointed out to you that this leader did not account for the pay which he got, and which he was responsible for to the members of the orchestra, Mr. Stovin—I believe he is your adviser in Winnipeg—attempted to employ him over our objections.

Mr. GAGNON: What did the commission do?

The WITNESS: This man had defaulted and, as has been explained, we have all the correspondence and the original claims of the members whom he did not pay. After a great deal of time he admitted all this; we have it over his own signature that he gambled the mens' money, he lost it.

*By Mr. Ahearn:*

Q. How did he gamble it?—A. I do not know the process, sir.

*By Mr. Gagnon:*

Q. Is it not a fact that the commission never employed him?—A. Here is the case. He was expelled. Mr. Stovin, the western representative, tried to force the members to use him in one of their groups. They refused to play with him, and then Mr. Stovin organized another outfit called The Haybailers and had him engaged, and we advised the commission, advised Mr. Maher and then wrote him a letter and covered the situation that we simply could not give service with our people if this man was used. The result was that he was taken off.

Q. As soon as you wrote Mr. Maher he was taken off?—A. Oh, no, not immediately; there is quite a file on it. The result was that Mr. Stovin told our people in Saskatoon "If you say I have got to take this man off I will take him off but your man Jones who is playing is out too." In other words, if you stick up for your rights in the matter, why, we will retaliate—and that is what happened.

Mr. MAHER: As soon as we had information from you, sir, that that man had done something dishonest we wired that the man should not be employed. That is all we know here in Ottawa.

Mr. ROBERTSON: I do not think, Mr. Maher, the complaint is the ultimate result, it is the celerity with which it was arrived at, the delay which occurred in getting that result.

*By Mr. Gagnon:*

Q. Did you write to the commission in Ottawa before?—A. Mr. Chairman, we took the matter up. The Saskatoon local complained, and we took their case up with the commission. The western representative—Mr. Stovin—was very insistent on using him and we had to use pressure to keep him off. He was not removed merely because he was unfair; he was removed because we would not play ball with him if he were used.

Q. Why were you refusing to play ball with him?—A. Because the man was expelled because he kept back our people's money; he was a defaulter. He might have been taken to the police court and the wages collected from him there.

Q. So a man who displeases you for one reason or another is not allowed to be employed by an orchestra in Canada?—A. A man who is not ethical, who steals people's money, takes their wages, cannot belong to our organization. We do not want to have anything to do with him.

Q. And since he does not belong to your organization he is not allowed to play in Canada?

Mr. ROBERTSON: No, because he steals money.

*By Mr. Gagnon:*

Q. Is not that man a member of the Canadian Labour Organization in good standing?—A. I cannot tell you. Whether he is or not isn't of any interest to us.

Q. Did he play with the commission after the commission was made aware of the facts?—A. Oh, no.

Q. Well, why did you not say so?—A. I thought I did.

Mr. ROBERTSON: Now, there is one other matter, uniform rates. The committee having considered the matter think that the rates should be made uniform, and I believe one of the commission requested some arrangement as between the organization and the commission so that there would be uniform rates for services of professional musicians across Canada. We think the rates are too high in some places, and I want to disabuse the minds of any of the members of this committee that it is a suggestion for a raise in rates. It is not. For example, in some of the western cities, take the unit rate for side men in an orchestra it is \$2. I do not know whether it is half an hour or an hour. Let us say it is an hour. In Toronto, I think it is \$6. Now, that does not seem right, and we do not think it is right.

The WITNESS: For an hour's broadcast there is one hour for rehearsal, and for half an hour's broadcast there is half an hour for rehearsal. If more rehearsals are necessary, as is the case in connection with symphony orchestras and that type of thing, then the first hour is \$3 and the following hour \$2 and \$1 for every hour after that.

*By Mr. Gagnon:*

Q. For each musician?—A. Oh, yes.

Mr. ROBERTSON: The purpose in mentioning uniform rates—I want to be very clear on this, it is not a matter of raising rates, but it is a matter of making the rates uniform, and it was at the request of one of the commissioners and we are prepared to present that to them.

There is one other matter I want to speak of, and that is the case of Melodic Strings in which they broke their contract. Melodic Strings had a definite contract and your commission just said No, you cannot go on.

The WITNESS: Mr. Chairman, Melodic Strings is an organization that is a real credit to Canada. It goes over the Columbia chain and is a very popular program, and these professional men know that on that particular night, if they are offered an engagement a month or two months ahead they must not take it on that night because that night is set aside for Melodic Strings, and if something comes in and interferes with the series these men are simply sitting at home that night.

*By Mr. Garland:*

Q. Is not that a matter of contract after all?—A. Yes. However, I do not think that a contract exists, but we do feel that when an organization such as this is going to broadcast a series of programs, the conductor, for instance, is not going to purchase a lot of special arrangement if he thought he was going off after two or three weeks or months. So the men set aside their time for rehearsals, and if anything happens, whether it is beyond the control of the commission or not, the men are simply out.

Mr. ROBERTSON: The matter of the Melodic Strings is not a matter of real issue.

*Mr. Garland:*

Q. Have these people complained to you?—A. Oh, yes.

Q. Have you got the complaint on file?—A. Oh, yes. We will turn it into the commission if requested.

*By Mr. Gagnon:*

Q. I would like to find out the name of your secretary?—A. Of the committee?

Q. Yes.—A. The secretary is Ernest Johnson.

Q. Is there not a gentleman called Mr. Jarrett in the employ of your association?—A. Jarrett is the Canadian representative on the international board; he is the representative from Canada.

Q. You have an international board?—A. Oh yes, we must have.

Mr. ROBERTSON: Is he a Canadian, Mr. Murdoch?—A. Oh yes.

*By Mr. Gagnon:*

Q. Is not the real name of that board the International Federation of Musicians?—A. No. We are affiliated with the American Federation of Musicians, which is an international organization.

Q. With headquarters in New York?—A. Yes. It might be in Toronto, it might be anywhere; it just happens to be there.

Q. And Mr. Jarrett, I am informed, is at the same time on the payroll of the City of Toronto, as a tax collector, I think.—A. Mr. Jarrett does not get a salary from the federation, he merely gets a small honorarium which does not amount to anything. He served for fifteen or twenty years without a nickel.

Q. Does the Canadian organization pay anything towards the maintenance of the American organization?—A. The Canadian organization has a per capita



tax which amounts to \$1.15 per year, and for that they get their monthly journal which every international organization issues; they are affiliated with the Canadian Trades Congress to which they pay more money back to maintain conditions in Canada than they get from Canada. They maintain a defence fund, so that if we are attacked in Canada by some American interests, we have the support of that organization. A great deal more money comes back into Canada from the federation than ever goes out.

Q. Now, what is the attitude of the union towards the commission or private stations employing orchestras or musicians too young to join the union?—A. The attitude is this, that we represent professional musicians, and anything that militates against their employment—I will give you a typical case, and I want to say this, that we are not finding fault with the establishment of the Radio Commission; we do feel that the commission is most necessary and we have no complaint there at all. I will give you a typical case, before the commission was in office. We had the Wrigley Company who were spending thousands of dollars in Canada, with Canadian musicians, to advertise their product, and we found that on another station another Gum Company had a program, with children, and the cost to the other company was a stick of chewing gum and a little souvenir when it was all over. There were two business concerns in the same line of business, one paying the shot and the other with practically no costs at all.

Q. Have you ever attempted to bring about a strike amongst musicians to prevent some musicians broadcasting over the air by the commission?—A. I do not understand your question, will you repeat it please?

Q. Have you ever attempted to bring about a strike amongst musicians to prevent them from broadcasting over the air by the commission?—A. No. Our organization has never attempted to make trouble of any kind. You have read criticisms in the press of Canada in regard to the Radio Commission. We have been asked for our complaints, month after month, and we have never yet given an interview that was not complimentary to the commission.

Q. What body was responsible for preventing the Montreal orchestra from going on the air?—A. The body that would be responsible there would be the local of the organization in Montreal who have absolute local autonomy. For instance, if Montreal wanted to make an offer for a local broadcast of \$1 for two hours they are at perfect liberty to make that offer, because, as I say, they have absolute local autonomy.

Q. Do you know Dr. Healy Willan who is a well known member of the Toronto Conservatory of Music?—A. Yes, very well.

Q. He is a composer of international fame?—A. He is a composer.

Q. Is he not the official organist of the University of Toronto?—A. Yes.

Q. Is it true that in a recent performance of Bach's Saint John Passion at Convocational Hall, University of Toronto, you demanded that he be excluded, in other words, black listed?—A. No, that is absolutely wrong.

Q. That is wrong?—A. Yes, absolutely wrong. We never black list any man but we reserve the right to say whom we will play with.

*By Mr. Garland:*

Q. Have you ever raised any objection to the employing of professional musicians who were members of the Canadian musicians' organization?—A. We do not know such a body. We have here with us on file the resignations of their organizers in Toronto asking to be taken back.

Q. Would you have any objection to the employment of members of the Canadian Union of Musicians?—A. We are a Canadian union of musicians.

Q. I am asking you another question: Would you have any objection to the employment of professional musicians who are members of a distinctly Cana-

dian union?—A. We will take the attitude, that if these men were used they could take all of them or all of us.

Q. Yes, it would be one or the other?—A. Yes.

Q. In other words, you want a monopoly?—A. No, if he is a Canadian musician in Canada.

Q. But he must be a member of the American federation?—A. Right.

Q. Another question. Have you any knowledge as to whether the Detroit musicians were members of the American Federation of Musicians or not?—A. Right.

Q. When you raise objection to the broadcasting of their music over a Canadian broadcasting station are you protesting against the employment of members of the American federation?—A. We are; that is our local autonomy. We do not want any American musician to take one nickel's worth of work away from our Canadian musician.

Q. Whether they are members of your federation or not?—A. Right.

*By Mr. Robertson:*

Q. Mr. Murdoch, this other organization that Mr. Garland speaks of, what is its membership approximately?—A. Well, in the city of Toronto—

*By Mr. Garland:*

Q. I thought you said that you did not know of the existence of it?—A. I do not recognize the existence of it. In the city of Toronto it was organized by two or three members who were expelled, and the first thing they did was to take our price book and cut it. We were trying to set a decent standard and they cut it down, so that is the reason we do not recognize them.

Q. Mr. Murdoch, you have not answered my question.

*By Mr. Robertson:*

Q. Mr. Garland would like to know what the membership is of this non-existent union.—A. This is not a secret, but I had two or three observers at their meetings; they knew it, anybody could walk in, so they just walked in and the last report I had was that they had \$22.35 in the treasury and they were taking members in for 25 cents or anything they had merely to give them a card.

Q. Have you any idea what the membership is, Mr. Murdoch?—A. I would say in Toronto they would not have thirty members.

*By Mr. Garland:*

Q. You know that, of course, by examination of the books?—A. We know that.

Q. Or are you just guessing at it?—A. No.

*By Mr. Robertson:*

Q. How many members have you in Toronto?—A. Sixteen hundred.

Q. How many all over Canada?—A. Five thousand.

*By Hon. Mr. Cardin:*

Q. Is that the exact number?—A. No, approximately.

*By Mr. Robertson:*

Q. Would that estimate of five thousand be two hundred out in either direction?—A. Oh, no, you cannot tell, they are joining all the time. We cannot keep them out of our Toronto organization.

*By Mr. Gagnon:*

Q. Out of that five thousand membership do you know of any single one who is humble enough to admit that he is not fit for the air?—A. You will never get any musician to admit that.

Q. Then if the commission does not employ the five thousand in one year the commission is to blame?—A. No; you are saying something, sir, that I did not say; that is not fair.

Q. Now, sir, does your organization object to the broadcasting of the New York Symphony Orchestra, for instance, or the Metropolitan Opera?—A. Oh, no.

Q. Not at all?—A. No.

Q. Suppose the commission desire to have Dr. Willan broadcast over a Toronto station, what would be your attitude?—A. We would have to admit that we would not play with Dr. Willan.

Q. Why, because he is a good man?—A. No.

Q. You admitted a moment ago that he was a man of international fame?—A. I did not say that.

*By Mr. Garland:*

Q. Why would you not play with him?—A. I said a moment ago that we reserve the right to say with whom we will play, if there is any man in the orchestra who is outside our organization. But we have been very kind, indeed more kind to Dr. Healy Willan, who is a very fine musician. On numerous occasions when somebody has asked that he play with our people we have said gladly, Yes. Then Dr. Willan became very antagonistic to our organization and went around and spread this antagonism so we said, Very well, if you feel that way about it you settle the case yourself.

*By the Chairman:*

Q. You could call a strike at any time, if you wished to do so, Mr. Murdock?—A. That would be a very ugly idea.

Q. But you could do it?—A. Yes, sir.

Q. Without reference to the Industrial Disputes Act?—A. Oh yes.

*By Mr. Gagnon:*

Q. Are you aware that the commission heard twenty-two military bands over the air last year?—A. I am not aware of it, but if you say that is the number I will accept it.

Q. Do you know Mr. O'Neill from Quebec?—A. Yes, he is a very fine musician, a very competent musician.

Q. And do you know Mr. Tattersall the famous Toronto organist?—A. Yes, he was playing at the Eaton Auditorium last week.

Q. Did you not prevent his appearance at the Toronto appearance of the Bach Passion?—A. No, we did not prevent his appearance at all. That is our attitude; we did not say we would not play with him. This is our attitude as far as the church is concerned, any church. I happen to be a Presbyterian. An organist has his duties in the church and we have absolutely no interest in his activity in the church; he can put on his choir, he can do anything he likes, and if he wants assistance from us we gladly give it. We do a great deal of that in Toronto; but if that organist comes out of his church and wants to complete in commercial work then we feel he should be ethical and join the organization.

*By Mr. Robertson:*

Q. Can it be said, that having a church and getting a salary from the church, he should play fair with the organization, or the musicians in the organization who are not on salary?—A. No, I do not think we would go that far. We would not have the right to even try to confine him to his church activities. He should be able to go out and compete commercially if he wishes, but if he does he should be ethical and join the organization that represents the professional musicians.



*By Mr. Gagnon:*

Q. What is the scale or system of fines in your organization?—A. The penalty fits the crime.

Q. Do they not run from \$500 to \$1,000?—A. Oh no.

Q. What is the scale?—A. Occasionally a man may be fined \$5 and if his offence is serious enough he may be fined \$1,000.

*By the Chairman:*

Q. Could you give us an idea of a \$1,000 offence?—A. Well, I cannot at the moment; I only know of one case. If this committee wants to go into our organization I will be very glad to do so, but we came here with the idea of discussing our complaints with the Radio Commission, and we are going pretty far afield. However, we can take you right through the constitution.

*By Mr. Gagnon:*

Q. I am rather surprised at your very decided attitude with respect to the commission. In other words, it appears to me that you want to run it.—A. Oh no, you are entirely wrong. We have tried to co-operate. I think the commission will say that.

*By Mr. Garland:*

Q. On your own terms.—A. Oh no, on the contrary.

*By Mr. Gagnon:*

Q. How many girl pianists have you forced to enter your organization?—A. We have not forced any girl pianist to enter our organization. There was an article appearing in *Saturday Night* that said that but it was not right. We have the editorials here with us. They were written by the Chairman of the Radio Commission.

Q. But before he was Chairman of the commission?—A. Right.

Q. Do you not think, Mr. Murdock, it would be fair to say that?—A. Yes, of course.

Q. He was entitled to his own opinion before he was chairman.—A. Right, and they were very interesting too.

Q. Now sir, what is your attitude towards a musician who does not belong to your union?—A. The same attitude you have towards a doctor that does not belong to the College of Surgeons or a solicitor who is not under any control at all. If all our solicitors ran loose and were not accountable to someone then God help the profession. Ours is a profession.

Q. Suppose you fine a musician and he has not any money to pay the fine then is not he obliged to quit?—A. He should have thought of that before he committed the offence.

Q. In other words, you are the court of last resort to decide on the conduct of any musician?—A. No, he has an appeal.

Q. To whom?—A. To his own body, to the general body in Toronto. He has an appeal to sixteen hundred members and the crowd is always fair.

*By Mr. McKenzie:*

Q. You said your attitude is the same as that of the medical profession and other organizations. Are you incorporated in the province?—A. Oh yes. We have a licence from the Ontario government which covers our sick and funeral benefit funds.

Q. And all the other provinces the same?—A. Right.

*By Mr. Gagnon:*

Q. Are you not yourself the manager of a printing shop?—A. Yes.

Q. In addition to your other duties?—A. Yes. That is how I make my living.

Q. May I ask if it is a union shop or non-union shop?—A. It is a union shop.

The CHAIRMAN: Are there any further questions.

*By Mr. Beynon:*

Q. You were speaking of the case of Mr. McEwing of Saskatoon?—A. Yes, sir.

Q. And you stated that Mr. Stovin said to you If you insist I will have to put McEwing off the air.—A. Right.

Q. But I will also put off your man Jones.—A. Right.

Q. Who was he?—A. Jones was our member in Saskatoon who was playing an engagement.

Q. And did he put him off?—A. Yes, oh yes.

Q. We have heard something about retaliation on the part of the commission and I am just wondering if that was the case.—A. Oh yes, that was the case.

Q. Did he give any other reason for taking him off?—A. Oh no, he just took him off.

Q. And who did he put in his place?—A. Well he simply transferred the program somewhere else. May I read this to you. Here is a copy of a wire from Mr. Knapp, secretary of Saskatoon local to the chairman of National Radio committee:—

McEwing defaulter expelled member of Federation. Stovin western regional program director demanded McEwing be employed as violinist with union orchestra and threatened to take orchestra off the air unless his demand was complied with and refused to allow our members to work with McEwing. Stovin then arranged five programs with non-union Old Time Orchestra with McEwing as leader, paying union scale, thereby supplanting union orchestra for no other evident reason than to find employment for McEwing.

*By the Chairman:*

Q. What date is that?—A. That is January 18, 1934.

Q. And what date was he supposed to appear?—A. Approximately that time, sir.

Q. How close?—A. That was the first wire.

Q. How much time did you give Stovin to fill that program?—A. Stovin knew, he was on the job. Stovin was the manager of a station at Regina before the commission took him.

*By Mr. Gagnon:*

Q. How do you know that he knew?—A. Because the local told me how they kept closely in touch with him. Stovin, before he was employed by the commission, employed union orchestras only, and they say in Regina that he was very fair, but for some unknown reason his attitude has changed a great deal since he has been employed by the commission.

*By Mr. Beynon:*

Q. Would you read on what follows from that, Mr. Murdoch? I would like to get the history of this thing.—A. Here is the next wire, January 24, 1934, from E. L. Bushnell to secretary Knapp of Saskatoon local:—

Stovin will be in Saskatoon Thursday or Friday this week. He reports he did not employ expelled member because he was not permitted to work in concert orchestra but that orchestra he had engaged not measuring up to standard required and was compelled to change type of program.

You must realize that we cannot differentiate between union and non-union tax payers and would ask you to take into consideration the fact that we had given Saskatoon union musicians their fair share of work and will probably continue to do so.

Would suggest you settle this argument amicably with Stovin.

That was a wire from Mr. Bushnell to Mr. Knapp, the secretary of the Saskatoon local. Here is the next one, a copy of a wire, January 26th, from secretary Knapp, Saskatoon local, to chairman National Radio Committee.

Had meeting with Stovin last night without results owing to fact that he will not alter previous arrangements and definitely states non-union orchestra going on. Have you been able to negotiate anything of a satisfactory nature with Bushnell and what would you advise to do now?

Q. Was this the non-union orchestra headed by McEwing, the man you had expelled?—A. Yes.

Mr. ROBERTSON: The man we had expelled for not paying his men.

*By Mr. Gagnon:*

Q. May I ask you if you agree with what Mr. Bushnell said in his telegram, that the commission did not differentiate as between non-union tax payers and union tax payers, what have you to say about that?—A. I would say that the commission have a perfect right to take any action they like, but it has not any bearing on our attitude.

*By Mr. Beynon:*

Q. Well, he did not suggest a non-union organization, or did he suggest a non-union orchestra or employ them prior to your expelling McEwing?—A. I cannot say that. All I know is the concrete case that we have of McEwing.

Q. All right, what is the further history of it?—A. The whole story is that the commission have on file all that took place. We saw Mr. Maher and talked with him and he said he would take it into consideration after he got the report of Mr. Bushnell, and the result was that we had to tell the people in Saskatoon we would not play with the thing any longer and they said if this man appears we are simply going to withdraw our services from the commission, a stand which would have involved the whole of Canada, but here we have the case of a man who would not pay his men being forced upon us.

Q. That is, he hired an orchestra?—A. He got the money and did not pay them.

Q. He did not pay them their wages?—A. That is right.

Q. And that was your reason for expelling him?—A. Yes.

Q. When you took this final stand did they withdraw the whole orchestra?—A. Yes.

Q. How long had negotiations been going on before this?—A. Approximately two weeks.

*By Mr. Gagnon:*

Q. I suppose you will admit that the headquarters of the commission in Ottawa were supposed to take the necessary steps and time in order to have Mr. Stovin's point of view?—A. The point is that Mr. Stovin never should have had anything to do with the man when he knew his condition. We are not blaming the Radio Commission for all our ills, but Mr. Stovin should have kept in touch with what was being done.

*By Mr. Beynon:*

Q. Mr. Murdoch, you say when he was manager of CKCK he always employed union musicians?—A. Yes, sir, we have had no complaints at all. Now, Mr. Chairman, may I say something about the Quebec situation.



*By the Chairman:*

Q. In the city or province?—A. The city. My mother was born there so I have a peculiar interest in the city. We have some very competent musicians in the city of Quebec, and those musicians were told that it was the policy of the commission that they must give an audition to get an engagement on the radio with which I heartily agree. The result was, that I am instructed they got in touch with the vice-chairman of the commission, Mr. Maher, and attempted to arrange an audition. They had a number of rehearsals; they got a group of twenty-five first class musicians to play, but they never could arrange an audition. However, they found out that without an audition a Quebec organist and a bunch of amateurs were put on—

*By Mr. Gagnon:*

Q. Mr. Beaudette?—A. I do not know his name.

Q. You want to speak about the Quebec situation and you do not know the man's name?—A. He is the organist in Mr. Maher's church. He can possibly identify him.

Mr. MAHER: He is the greatest pianist we have in Quebec. We did give him an audition, and I took great care to take Mr. Bushnell from Toronto so that there would be no complaint from anybody in Quebec, Mr. Bushnell being a stranger in Quebec, and I thought it would be the fair thing to do. He gave the notice to all the newspapers in Quebec, and for two days, even on Sunday, we had hundreds of people come, and the people that you are referring to, members of your union, also came and gave me the dickens. That is the treatment I got from you gentlemen. The orchestra we have in Quebec does not belong to your union but it is doing very good work. It is on the national network every week and I intend to keep it.

The WITNESS: The Quebec situation is just this, gentlemen—and I might as well be perfectly frank and tell you—that if Mr. Maher insists on what he has just said now—he has definitely written a letter within the last ten days. This is the letter that Mr. Maher wrote.

*By Mr. Beynon:*

Q. To whom?—A. It is dated April 6th, 1934, from Mr. Maher to the secretary of the Quebec local, and this is what he said:—

This will acknowledge receipt of your letter of the 25th ultimo.

The policy of the Canadian Radio Commission has been to employ the best available musicians . . .

He has got amateurs playing at Quebec that are not the best available musicians, and there is no argument about it. In the city of Quebec we have some marvellous musicians, and all of Canada is hearing this amateur program, and they think that is the musical culture of the oldest city in Canada, that is the Quebec culture, and all they are doing is to hear amateurs who are playing for a very cheap fee.

*By the Chairman:*

Q. That is your opinion, Mr. Murdoch?—A. Just my opinion, sir. Let me read on:—

The policy of the Canadian Radio Commission has been to employ the best available musicians, union or non-union, and to pay fees commensurate to its program budget.

That has been the policy in any city where the organization exists. It is only because it is in Quebec and the organization has not been working; they are

working on their own and dealing with the commission representative. The letter continues:—

The artists who are now working for the commission in Quebec City have shown themselves competent, and as we are not contemplating any immediate change in our program setup, we have no reason for discharging these musicians because they are not members of your union. This does not mean that the commission will not employ union musicians. On the contrary, we will give your organization an audition—

Mr. MAHER: Yes, when we need them.

The WITNESS:

—On the contrary we will give your organization an audition whenever program changes are made, and if your artists perform to our satisfaction you may rest assured that they will be treated with equity.

*By Mr. Gagnon:*

Q. Is that all?—A. That is the letter, yes.

Mr. ROBERTSON: Might I ask Mr. Maher how long he has been using this amateur orchestra?

The CHAIRMAN: What do you mean by an amateur orchestra?

Mr. ROBERTSON: This orchestra that is mentioned in his letter.

Mr. MAHER: I do not know, we have been using it to serve our purpose. We have been trying to please the public and give the best program we can from Quebec. I do not think you have made any complaint because I have been using the 22nd Battalion Band of Quebec, the conductor of which is a member of your union.

The WITNESS: On the contrary he is not.

Mr. ROBERTSON: How long have you been using this orchestra?

Mr. MAHER: Since I suppose last fall when we originated the program, the national program. We cannot change the orchestra every week.

Mr. BEYNON: I would like to know myself just how long.

Mr. MAHER: For two or three months in much the same way as "Gaiety and Romance" which has been going on since the spring of last year. When we have a program that is popular we keep the musicians and the artists. Our policy is that of trying to please the public, and on top of that we try to cope with the difficulties raised by the organization and by the artists. We try to build up the best program we can and when we find a program that is popular we keep it. We do not change our orchestra every week, and we cannot be dictated to by the union. In regard to the case of the gentleman in the West—Mr. McEwing—as soon as I heard about the case and I had the necessary information, not only from one side but from the other side, and when I ascertained that the facts mentioned here were true, we simply gave orders not to let that gentleman go on the air. We did something else. To avoid difficulty we moved the program out of town. We thought that was the proper policy to adopt.

Mr. ROBERTSON: Might I ask, Mr. Maher, if there was any request from the musicians in Quebec for an audition?

Mr. MAHER: Well, there has been a request; over four hundred people knew that we were going there to have an audition, but since that time we have not always made broadcasts in Quebec City; there is no need for this orchestra at the present time. Probably next fall they will be required again and they will have to give an audition. Mr. Beaudette's name has been mentioned. Mr. Beaudette is one of the greatest pianists of the Dominion. He has gone to the

States with one of the greatest artists of the day as his pianist, and he is an organist also.

The WITNESS: Mr. Maher, I am not questioning the gentleman's ability. Our information is that he has had practically no orchestral experience.

Mr. MAHER: Your musicians are not the finest in the city of Quebec. Do you mean to say that in your organization you have all the best musicians in Quebec? There were three members of your organization who quit your organization and stayed with us.

The WITNESS: Mr. Chairman, may I say the first time I had the pleasure of meeting Mr. Maher was in Toronto with Mr. Bushnell and we had only been speaking two or three minutes before he told me this, that he had some of our members under contract and that their contract interfered with the laws of our organization and they would either have to leave our organization, tear up their cards, or something would happen, and I explained to him that that would not be the sort of thing that they would think of doing. When you speak of three isolated cases, well, that is human nature. Mr. Maher also told me that the commission would establish city orchestras in the larger cities to take care of the work; they would teach our organization a lesson.

Mr. MAHER: I said that?

The WITNESS: Yes, sir.

Mr. MAHER: I deny it.

The WITNESS: Let me finish and then you can deny it. You said that they would have to tear up their cards in the organization, that you would establish city orchestras and so and so take care of it, and when you said that you threw out a challenge to our organization that has been in existence in Toronto for forty years and has been functioning in the past in the very best interests of musicians. We are not at all concerned and we have not any fear that any such idea would be possible. And we want to say this, Mr. Chairman, whether it be the Radio Commission whether it be any private employer we will not serve them all over Canada if they treat us fairly in Toronto or in Montreal and treat the members of our organization unfairly in another spot. If you want us you can have us, and if you do not want us you must take the others. We are quite content to have you try the experience.

Mr. ROBERTSON: Mr. Maher, I would like to ask did you ever give anybody else on this orchestra that you are now using an audition?

Mr. MAHER: Yes, sir. We must have had a few hundred people.

Mr. ROBERTSON: As an orchestra.

Mr. MAHER: Quite a few orchestras came, I suppose, seven or eight.

Mr. ROBERTSON: When was this?

Mr. MAHER: Oh, that was a few months ago.

Mr. GAGNON: Was it in October or November last?

Mr. MAHER: The latter part of November or the first part of December.

*By Mr. Garland:*

Q. I would like to ask Mr. Murdoch if they have any objection to the employment by the commission of visiting musicians from other countries who are not members of their union?—A. We would have the same objection, sir, that would be taken if a flock of mechanics were brought into this country to demonstrate their art in Canada. The result of it is, that it just takes away the liberty of the people who are here.

Q. Supposing a well known violinist comes over here, would you object to his employment?—A. All the great violinists and all the great conductors, all these world figures belong to our organization. On that point, just last summer



there was a little girl who was coming back to Canada and we were asked if we would have any objection to this girl going on the chain to let the people in the west hear her, and we were very glad to encourage that and said of course we would have no objection.

Q. But the point is, no matter how big his reputation is you would object to his being employed unless he were a member of the union?—A. Would you mind repeating that again.

Q. If we had some visiting musicians who had high reputations, for instance, let us say a musician from Belgium, or some well known violinist from Poland?—A. Oh no, we would not have the slightest objection. That could easily be arranged.

Q. You would not object to that?—A. No.

*By the Chairman:*

Q. What does it cost to belong to your organization?—A. \$6, 50 cents a month.

Q. How much does it cost to join?—A. An initiation fee of \$50.

Q. And they would have to have the \$50 in cash before they could join?—A. No. In cases we make arrangements. I mean in the case of university students or young people that are coming in they spread it over sometimes five or six months.

Mr. ROBERTSON: Tell the Chairman what you have done in certain cases in order to pay their fees.

The WITNESS: For instance, every regimental band in Toronto belongs to our organization, except one, the Canadian Army Service Corps, but during the last two weeks they have applied to come in. They are just working men; the fee is set, but we have made arrangements to carry them over for a year, and if they want assistance we have offered to give them all the assistance possible. We are a wealthy organization, it is not money we need. Our local is worth \$130,000 so that we do not need anybody's money.

Mr. GAGNON: If your membership is 5,000 that makes a very nice sum.

The WITNESS: For instance, in Hamilton the fee is only \$15, and in some places less. They set their own fee, but in Toronto we have an initiation fee of \$50. I think we have the highest fee in Canada, and it will not be increased.

Mr. ROBERTSON: You might tell the commission what this money is used for.

The WITNESS: We are licensed under the Ontario government, the insurance department, and we have sick pay of \$3 a week for twelve weeks, and \$100 death benefit. Last year we gave concerts in the interests of our bands. We paid to members who ordinarily would have been on government relief the sum of \$6,000 and there was not one cent of that charged to administration in any way shape or form. It went altogether to keep those people from suffering. A violinist cannot take a pick and shovel even if he could get it; he has to sacrifice either one or the other. I may say, Mr. Chairman, that the Red Cross, the National Sanatorium, the Telegrams Sick Childrens Hospital, the Star Fresh Air Fund, none of these people ever ask us for assistance that they do not get all the artists that they want absolutely gratis to raise money.

*By Mr. Robertson:*

Q. And, Mr. Murdoch, that is generally the policy of your organization throughout Canada?—A. That is right.

Q. It is not limited to Toronto?—A. No.

The CHAIRMAN: I do not think that this committee is very much interested in these matters. The relationship between the union and the commission is of more interest to the committee. Are there any further questions?

*By Mr. Gagnon:*

Q. I understood you to say a little while ago that when a musician was being expelled he had the right of appeal?—A. That is right.

Q. I am told that his last appeal is to Mr. Webber, the president of the American Federation of Musicians?—A. No.

Q. Are you sure of that?—A. I am positive. The president of the American Federation of Musicians is Joseph N. Webber. That organization is run by an international executive board. They have 125,000 members and control all the musical activities of the United States. We are only a drop in the bucket, so far as membership is concerned, but we have a representative on their board. If there is an appeal against the decision of the local it is sent to these men. Two or three of them are solicitors and they read the evidence, and very often they upset the finding of the local board because their mind is open and not prejudiced, and sometimes they confirm. When they confirm the appeal then the member says what a grand organization, but if they agree with the board who knew him and worked with him and fined him, then it is a terrible thing. As a matter of fact, the theatrical interests in Canada are largely controlled, as we all know, in the United States. If we had not an affiliation in Canada the men would be working for no fee at all. The same is true with the radio. If we had not any control of that, so far as our members are concerned, goodness only knows what would happen to the musicians in Canada. In addition to that, we have a Toronto man, Mr. Henderson who is here, who was in New York and whose salary is paid by the American Federation of Musicians to intimately advise the president in looking after the interests of Canadian musicians. Mr. Henderson was the president of the Toronto local before I took over.

*By Hon. Mr. Cardin:*

Q. May I ask Mr. Murdoch, if as a matter of fact the association of which he is the president has suffered more since the commission has been in office than before when they had to deal with the privately owned stations?—A. We have suffered more.

Q. Well, is it a matter of opinion or a matter of record?—A. That is a matter of record, sir. As a matter of fact, the commission get about eighty per cent of their music in Canada from remote control and other things they do not pay for. The only argument they have given us is that they only have so much money; the collection of fees is a very difficult thing. I have been given a graph of what they are doing, they do not pay for this and they do not pay for that, but we pay for this and we pay for that, and so on.

Mr. MAHER: Do you say that eighty per cent of the programs are not paid for?

The WITNESS: Eighty per cent of the music that you have on the air is not paid for.

Mr. GAGNON: I would like to show you the position I am in as a member of this committee. We have heard two witnesses this morning, both very interesting. One is a distinguished journalist who, if I understood him correctly, complained that the commission spends too much money on broadcasting, and you come here and you say eighty percent of the programs are not paid for.

The WITNESS: Right.

*By Mr. Gagnon:*

Q. What am I going to do about that?—A. I think I would ask you to believe me.

Mr. BEYNON: I do not think Mr. Hunter said they spent too much money on programs.

Mr. GAGNON: Well, I stand corrected.

Mr. BEYNON: I think what he did say was they spent too much for what they got.

Mr. GAGNON: I do not want to state things that are incorrect. However these two experts this morning are in absolute conflict.

The WITNESS: I would like to show you, Mr. Chairman, just where we have suffered. In the old days under private ownership there was not a link-up and it meant that if a station got music by remote control they only used it in their own area, and one orchestra in Toronto might broadcast throughout Canada for a whole hour, and in every town and village where they have musicians they are listening to that program for an hour.

*By Mr. Beynon:*

Q. Mr. Murdoch, would you suggest that we should not have trans-Canada hook-ups?—A. No, sir, I think it is an excellent idea for Canada, but I do think that the commission should pay for these things that they get, that they should not pay everybody else—the mechanics and the materials that come into their stations—and then go to their musicians for no reason under the sun and say we have not got any money, will you play for nothing.

*By Mr. Garland:*

Q. Mr. Murdoch, you raised the difficulty about a Toronto orchestra blanket-ing all orchestras in all the towns, villages and hamlets all across Canada?—A. Yes.

Q. If the Radio Commission were to hire a union orchestra in Canada and pay them in keeping with the union fees they would still blanket off the air all those other orchestras?—A. Right. I am not here, sir, to represent Toronto at all. I feel that if the commission must get programs from all over Canada they must do it.

Q. And such transcontinental broadcasts will have the effect which you just stated?—A. Right, but they should at least be paying for it.

*By the Chairman:*

Q. Have you any suggestion as to how they should raise more money for this purpose?—A. Yes, sir. If the Radio Commission in the area of Toronto where I come from will say to our organization you have got eight hundred musicians out of work, reputable citizens—our organization will be prepared to put up a very substantial bond, \$25,000 or \$50,000 if you need it, and those men would collect the licence fee. They would know that ever cent they got would go to the commission and would be used to pay some musician. I mean, we are all responsible musicians, we could collect the fee. Sending a post card to a man is the only method that I imagine the commission could adopt now, but we could collect the fees and turn them into the commission. Our books are audited by a chartered accountant and everything is above-board. We would be very happy to do that.

Q. Do you think there are many in Toronto who have not got their licences?—A. I would not want to libel my own city, but Mr. Charlesworth should know about that.

Mr. GARLAND: I wonder if what the witness means is that he would collect the fees that are set by the commission, or is he proposing to collect a voluntary contribution to be used for the purpose of employment.

The WITNESS: We would collect the fees under the instructions of the committee. We would collect the fees for you and we would turn them over to the commission.



*By Mr. Beynon:*

Q. The licence fees?—A. Yes, the licence fees, and thereby you would employ a great number of musicians. You are dealing entirely with a responsible organization and you can have any amount of bond you wish. We will collect the money for you.

Mr. GARLAND: That collection is taken care of by the Marine Department.

The CHAIRMAN: Gentlemen, it is one o'clock. We have another gentleman here by the name of Mr. Grier, and in as much as the budget is coming down this afternoon most of the members would like to be in the House. We will adjourn now and resume this afternoon after the budget speech is over.

The Witness retired.

The committee adjourned to meet at 4.30 p.m.

---

### AFTERNOON SITTING

The Committee resumed at 4.50 p.m.

The CHAIRMAN: Gentlemen, we have a quorum. Mr. Grier is here from Montreal.

Mr. GAGNON: Mr. Chairman, may I ask if the witness will state on whose behalf he wishes to address the committee?

The CHAIRMAN: Mr. Grier, are you representing anybody?

Mr. G. A. GRIER, called.

The WITNESS: Mr. Chairman, I had intended to state my credentials and my reasons for asking to appear before this committee. My knowledge of the problem with which you are confronted goes back before the time in which the Aird Commission was appointed. I was at that time an undergraduate in Cambridge University in England. I was asked in a letter by interested parties in Canada to comment on and watch the development of the British Broadcasting system in England, which was then in its infancy. I had a knowledge of the American system, having had one of the first crystal sets in Montreal, and in some of the McGill University musical clubs I had taken part in some early broadcasting in Montreal and I knew what the situation in Canada was. I set myself then to draw up what I considered an outline for these people in Canada, stating what I considered to be the trend of events in Great Britain, and it was then I began to appreciate the extent of the achievement of the British Broadcasting Corporation.

When I graduated from Cambridge the Air Commission had published their report. The case of the province of Quebec was before the Privy Council, and it was suggested to me then that I go a step further and associate myself with Major Gladstone Murray of the B.B.C. to learn as much as I could about the practical workings of their system as it has developed, and then come to Canada to help in the establishment of the Canadian Commission.

Before coming out, however, as a native of the province of Quebec and being a bilingualist, I decided it would be advisable to take a trip to Paris to familiarize myself with the views in France from the point of view of entertainment and French culture, because I have always had the interests of our French-speaking population at heart. The evidence which I want to present to-day is from the

point of view of the achievement of the British Broadcasting Corporation in setting up a satisfactory form of government control and with the supplementary point of view of the most recent developments in French broadcasting culture.

Mr. GAGNON: In England?

The WITNESS: In Paris, in France. Now, the first point I would like to make—I do not want to weary you by repeating evidence that has been presented to you—the first point to be understood from the British point of view is that radio is a natural monopoly. The restrictions in a band or the wave-lengths that are available for the broadcasting of entertainment limits the number of channels that are available for entertainment and educational purposes, and it is only right that the government or the people through the government should have control of these channels. The situation in Europe is more acute in this respect than it is in America because of the geographical proximity of a number of nations who wish to use the air for broadcasting; so that the monopolistic system was forced on the English people and on the European countries before it became necessary in this country, where there are practically only three countries using the available wavelengths. I might say that even in America they are tending to monopolistic control; radio is being gradually assimilated into two big systems that control the stations or chains, the Columbia and the National. The Aird report came out very plainly after a great deal of careful investigation with the view that the federal government was to control this valuable means of education and this power in the country, but they advised that the provincial parliaments be consulted and be allowed to advise on matters that concerned them. The last parliamentary committee which drew up the bill of 1932, which is a general suggestion, and the decision of the Privy Council against the province of Quebec, backed by Ontario, gave the entire legal right to the Federal Parliament. Now, the private owners, in spite of the decisions of these bodies referred to, still seem to be fighting to keep control of their stations. Obviously, the present commission could not be expected to take over all the stations in Canada right away and to start to operate them, and some sort of agreement must be reached with the private owners on that account. But I do not think that from the British point of view that the authorities of the B.B.C. would agree to the principle of a committee such as this taking very much stock by the evidence that private owners may present to you.

Now, the next point on which I want to touch is the politics of the situation. I have been in very close touch with the development in Canada up to the passing of the Act in 1932, and I think you will all agree that up until that point the question of politics did not enter into the question of the solution of the radio problem in Canada. The two principal political parties were agreed to keep off the dangerous ground of bringing politics into radio. When the Act of 1932 was passed it was cumbersome, and not very workable; there were certain clauses in it which have since been found not practicable. The Prime Minister at that time was negotiating with Major Gladstone Murray of the B.B.C. to come out and to advise him as to the best way of setting up the Commission which was established by act of parliament. I would like to say that my own opinion is that Major Gladstone Murray, with his achievement with the broadcasting corporation, his reputation as a Canadian, his war record, is the only logical man to put through a satisfactory form of government control in this country to-day without antagonizing the political views of the country. Mr. Bennett had practically got Major Murray's consent to come out and advise him, but Major Murray delayed on account—I think he wanted more authority than simply to come out as an independent man to advise the Prime Minister. During the delay the three present radio commissioners were appointed by Mr. Bennett, and, as you know, the accusation was raised that they were appointed on political grounds and for political reasons.

Mr. AHEARN: Who made that accusation?

The WITNESS: I seem to recall having seen it mentioned.

Mr. GARLAND: I think it was mentioned in the House several times. We need not stress that.

Mr. GAGNON: Read Hansard.

Mr. GARLAND: It was undoubtedly made several times.

The WITNESS: The three commissioners started to administer this act which was, in itself, not very workable—a cumbersome bit of legislation. First of all they were up against the paragraph that made the appointments come under the Civil Service. Then there was the question of how they were to get their money. Government had not give them the full sums that they were entitled to.

Mr. GAGNON: Hear hear.

Mr. GARLAND: Hear hear.

The WITNESS: And the people of the country, in the press and elsewhere, were very much antagonized by the way the board set about their duties. There was a good deal of criticism of the way the present commission set about their duties. Mr. Bennett then started negotiating with Major Murray, and again asked him to come out.

The CHAIRMAN: How do you know that?

The WITNESS: Because I was with Major Murray and Mr. Ferguson in London when he was asked.

Mr. GAGNON: I wonder if the witness ought to comment on what took place between Mr. Bennett and Major Murray. I have grave doubts that Mr. Bennett made some confidence about it, and if we are going to have a lecture on this it will lead us very far.

The CHAIRMAN: Mr. Grier, give us the faults you have to find, and if you have suggestions in reference to improvements we will be glad to hear them.

Mr. GARLAND: There has been nothing derogatory about anybody yet.

The CHAIRMAN: No, but time is short.

The WITNESS: Major Murray came out in time to hear Mr. Lapoint's attack in the House of Commons. That was not secret. Mr. Lapointe attacked the Commission on the ground that it was not non-political and that it was not functioning properly. I do not remember the points he raised at the moment. Major Murray tried, and I was with him at the time, to get the negotiations back onto a non-political basis, and he failed. He was asked to submit a report to the government, which he did, and he submitted also a confidential report to the Prime Minister; but about that I have no authority to speak. Well, I might say that in my opinion the political aspect of the thing from the point of view of the public of Canada, who were assured from the beginning that it would not be settled on a political basis, and that the appointments would not be political, has been rather disappointing.

I have drawn up here a résumé which is in accordance with the principles of British control of broadcasting, and which combines the best features, as I have seen them, in the report of the Aird Commission, and in the findings of the last parliamentary committee in 1932.

A company shall be established by an Act of Parliament agreed to by the three political parties, which shall thereafter leave the company alone to run the radio business of the country without political pressure of any sort. No party is to be held responsible in parliament for the actions of the company, but if the company flagrantly abuses its privileges or becomes insolvent, the party leaders should then *and then only* intervene by introducing restrictive legislation. (The word Company is very much more desirable than Commission as the body should not be confused with the other governmental Commissions, such as Railway, Bank, Tariff, Civil Service, etc.).



The Company shall consist of a board of directors or governors who shall not receive any remuneration but possibly a nominal honorarium, who are sufficiently highminded to take an interest in this form of entertainment and education. The board could be either five members (2 French speaking, 1 woman) of the most prominent Canadians, appointed by the Federal Parliament; or one member from each province appointed by the respective Provincial Parliaments. The board should meet once a year to receive the report of the General Director, and discuss the future policy of the Company.

The Company should control the whole business of Radio Broadcasting, co-operating with the Ministry of Marine in the matter of licences, and for the initial period in the matter of eliminating interference.

The personnel should be as follows:—

*A General Director.*—Gladstone Murray with a salary of \$15,000 or \$20,000, if he is still open to the offer. It will be difficult to get the three political leaders to agree on another man for such a responsible post.

*An Assistant Director.*—A young man with a grasp of the problem and some experience of Governmental Control. The salary would not be more than \$5,000 or \$6,000, but subject to increase at the discretion of the General Director with the approval of the board. This should apply to all the executive salaries.

The general director and assistant director shall deal with the question of publicity and public relations as the situation requires.

*A Secretary-Treasurer, Chartered Accountant, and University Graduate,* to receive \$5,000 or \$6,000.

*A Director of Programs.*—A man to receive about \$10,000 a year. A first-class musician like Wilfred Pelletier, having a broad sense of the proportion between the Classics and Jazz, and a sound knowledge of entertainment values.

*An Assistant Director of Programs*—A salary of \$4,000 or \$5,000—a young man of French birth if the Director of Programs is English, and vice versa (two or more will be necessary as Company grows).

*A Chief Engineer.*—Salary of \$5,000 or \$6,000. There are many very competent electrical engineers in Montreal and Toronto who could do a good job for a small salary.

*An Assistant Engineer.*—\$3,000 or \$4,000.

*Station Managers,* would be appointed to run each station as it was built or taken over by the company at a salary of about \$3,000 or \$4,000 with an *Assistant Engineer* at \$1,500 or \$2,000.

Where there was more than one station in an area they would all be under the same manager, but each would have a separate engineer in charge. When possible the staffs of expropriated stations should be kept intact.

*Employees not in the above Categories* to be engaged by the company in the same way as the civil servants, only under an insurance scheme which takes into consideration their potential usefulness.

The Director General, if not Major Murray, must be approved by the Political leaders, the other appointments are to be made by him exclusive of all political considerations. The success of the whole plan will depend on the type of man employed.

*Artists, Speakers, and Announcers,* are to be engaged by the Director of Programs on short term contracts, at rates proportional to what the company can afford at first, but increasing as the company's position improves.

The company to be a body corporate having capacity to sue and be sued.

The Company to have power to acquire, hold, and dispose of real and personal property.

The Company must live within its means, without borrowing money by any method either by mortgages, debentures, etc. Its revenue shall come from fees for licences, sponsored programs, and other rents accruing from property, and the business of radio broadcasting.

For the time being the Company shall be connected with the government through the Department of Marine as in the past, but steps shall be taken to place the Postmaster General in charge of the relationship with the government.

The licence fees shall be collected by the government department, which department shall turn them over to the Company after deducting 10 per cent for collecting, and in the initial stages a sum to be decided later for the prevention of interference, which service has till now been left with the Department of Marine. A more economical system of collecting the fees can be devised by the General Director and the Post Office authorities.

All accounts of the Company to be subject to audit by the Auditor General.

Official Committees without fees, but possibly with an honorarium to be encouraged in each Province, co-operation with the Provincial Parliaments to be regarded as essential to the success of the Company, but not to be required by law. For the services which the Company renders the provinces they might later be prepared to make grants. Amicable relations with the Provinces to be one of the General Director's first responsibilities.

The Company shall, notwithstanding anything contained in the Radio Telegraph Act, chapter one hundred and ninety-five of the Revised Statutes of Canada 1927, and in the regulations thereunder, but subject to the power of the Minister to license stations, have power to regulate and control broadcasting in Canada carried on by any person whatever, including His Majesty in the right of the Province or the Dominion, and without restricting the generality of the foregoing, these powers shall extend to the following matters:—

- (a) The Company shall determine the number, location and power of stations required in Canada.
- (b) The Company shall determine the proportion of time that is to be devoted by any station to national and local programs respectively, and the proportion of advertising that is to be authorized, which shall not unless by the permission of the Company, exceed five per cent of any program period, and may prescribe the character of such advertising.
- (c) The Company shall make recommendations to the Minister with regard to the issue, suspension or cancellation of private broadcasting licences, and notwithstanding anything contained in the Radiotelegraph Act or regulations, the Minister may issue, suspend, or cancel such licences.
- (d) The Company, notwithstanding anything contained in the Radiotelegraph Act or regulations, or in any licence heretofore issued thereunder, shall have power to allot channels to be used by stations in Canada, and may cancel any allotment and substitute any other therefor.
- (e) The Company may prescribe the periods to be reserved periodically by any station for national programs.
- (f) The Company may prohibit the organization or operation of chains of privately operated stations in Canada.
- (g) The Company shall assist and encourage the construction of small private stations.

The Company shall have power to carry on the business of broadcasting in Canada, and without restricting the generality of the foregoing may:—

- (a) make operating agreements with private stations for the broadcasting of national programs.
- (b) acquire existing private stations by lease or by purchase.
- (c) construct such new stations as may be required.
- (d) originate programs, and secure programs from within or outside of Canada, by purchase or exchange, and make the arrangements necessary for their transmission.
- (e) do any other thing reasonably necessary for the performance of its functions.

The Company may make by-laws or regulations for any of its purposes under the Act.

If the Company is unable to agree with the owner of any property, which it is authorized to acquire, as to the price paid therefore, the Company shall have the right to acquire the same without the consent of the owner and the provisions of the *Expropriation Act*, chapter sixty-four of the Revised Statutes of Canada, 1927, shall, mutatis mutandis, be applicable to the acquisition of such property by the Company.

Any plan and description deposited under the provisions of the *Expropriation Act* may be signed by the General Director or another authorized person, on behalf of the company, and the property shown and described in such plan and description so deposited shall thereupon be and become vested in the company unless the plan and description indicates that the property taken is required for a limited time only, or that a limited estate or interest therein is taken; and by the deposit in such latter case, the right of possession for such limited time or such limited estate or interest shall be and become vested in the company.

The compensation payable in respect of the taking of any such property so vested in the company or of any interest therein or of lands injuriously affected by the construction of the undertakings or works shall be ascertained in accordance with the provisions of the *Expropriation Act*, and for that purpose the Attorney-General of Canada may file an information in the Exchequer Court on behalf of the Company to all intents and purposes as if such property had been expropriated by and vested in His Majesty under the provisions of the said Act, the amount of any judgment upon such proceedings shall be payable exclusively out of the funds of the company.

In determining the compensation to be paid no allowance shall be made for the value of a licence terminated by the takings of any private station and no person shall be deemed to have any proprietary right in any channel heretofore or hereafter allotted, and no person shall be entitled to any compensation by reason of the cancellation of the allotment of a channel or by reason of the allotment of a new channel therefor.

If the company recommends the cancellation or refusal to renew any licence in the interest of broadcasting generally in Canada and certifies that such cancellation or refusal is not on account of any failure to comply with this Act or the Radiotelegraph Act or regulations thereunder, compensation may be paid to the extent of the depreciated value of radio equipment, together with an allowance for the cost of restoring the premises to a tenantable condition for ordinary purposes.

Every person who commits a breach of any provision of this Act or of any regulation made thereunder shall be guilty of an offence punishable on summary conviction by a fine not exceeding two hundred dollars or by imprisonment for a period not exceeding six months or by both fine and imprisonment.



Then at the end I would suggest—I am not a lawyer and I do not know what the law is on the matter of copyright, but the commission has had a good deal of trouble in the matter of copyright already, and I think that the matter ought to be dealt with fairly accurately in the Act, or in the recommendations which you make for the changes in the Act. And blasphemy and slander ought to be covered too, I think. Cases of slander do not occur frequently, but provision should be made against the unexpected in that respect.

I have purposely avoided criticizing the present commission, except in so far as they were appointed for political reasons. If the members of the committee wish to ask me any questions about programs, or censorship, or publicity, or anything connected with the business of broadcasting in England, I will be very glad to answer them.

*By Mr. McClure:*

Q. You said there were possibly political reasons. What did you mean when you said that the commission were appointed for political reasons?—

A. Well, two of the gentlemen appointed—I do not like having to say this—did not seem at the time of their appointment to have anything to recommend them for the position save political considerations.

Q. That is just your opinion?—A. That is my opinion.

*By Mr. Garland:*

Q. You mean, they had had no previous experience of any kind in relation to broadcasting or radio work?—A. Yes.

*By Mr. Gagnon:*

Q. Did you not apply for a position to the Canadian Broadcasting Commission?—A. No, I applied to the Civil Service Commission. I applied to the Canadian Civil Service for the position of secretary to the commission, but as I had had no war experience my application was not considered.

Q. That is on account of the legislation which has been on the statute books for more than seventeen years, that is not the fault of the commission?—A. What legislation is that?

Q. The legislation which provides, that in all positions under the Civil Service Act the applicants who have a war record have a certain number of points awarded them.

MR. GARLAND: Surely, Mr. Gagnon, the witness has not made any complaint in that regard.

MR. GAGNON: No, no. He said he did not get the position because he had no war record.

MR. GARLAND: No, he did not say that. He just happened to say that incidentally he did not happen to have a war record.

THE WITNESS: That was the reason that Mr. Maher gave me that my application was not likely to succeed.

*By Mr. Gagnon:*

Q. For what position did you apply?—A. I think there is only position that has been filled by the Civil Service Commission, the position of secretary to the commission.

Q. Your application was sent to the Civil Service Commission?—A. My application was sent to the Civil Service Commission, it was not sent to the Radio Commission.

Q. Then why should you bring the Radio Commission into this?

Mr. WRIGHT: Was the secretary appointed by the Civil Service Commission? I was told that that was not the case.

Mr. GAGNON: You have been wrongly informed.

The CHAIRMAN: The Chairman of the commission is here, perhaps he can tell us.

Mr. CHARLESWORTH: Yes. We had 189 applications including Mr. Grier's. There were 43 men who had had service overseas, and before we exhausted the 43 we found three or four desirable applications among them so that the civilian applicants, like Mr. Grier, were not reached at all. Moreover, Mr. Grier was not bilingual, and it was necessary that we have a bilingual secretary because we have a great deal of correspondence in French.

The CHAIRMAN: The fact that he was not a returned man precluded him too?

Mr. CHARLESWORTH: We are not obliged to accept the Civil Service Commission appointments even if they are made. As I say, we found a suitable man among the returned men who were applicants and it was not necessary to go any further. This appointment of the secretary was made by the Civil Service Commission on a board appointed by themselves to examine the applicants including John McNaughton, Mr. Justice Audett, and Mr. Beaudry, counsel of the Department of External Affairs.

Mr. GARLAND: Is the witness making any complaint because his application for appointment was refused.

The WITNESS: I am not complaining at all, sir. That was not my complaint when I mentioned the Civil Service in the first place, except that I know that from the point of view of the three commissioners to-day it is very difficult for them to set up a satisfactory commission if they have got to go to the Civil Service Commission every time they want a bilingual stenographer or any other person like that. That is a common sense point of view.

Mr. GAGNON: I perfectly agree with you on that point.—A. I have no objection, or no particular axe to grind, because I was not considered; because I also ran among the other 170 odd applicants. I was not going to raise my own case. I have independent means and the fact that I was passed over among so many applications does not affect me very greatly. But I wanted to appear before you on account of my experience with the British system, and to submit this scheme that I have drawn up.

*By Mr. Gagnon:*

Q. Did you work with the British Broadcasting Corporation?—A. I was not on the payroll, but I was with Mr. Gladstone Murray for six months in London and I was given every facility; I was in their entire department during that time and given every opportunity to learn every detail of their working system. And then at my own expense I took the opportunity to go to France to familiarize myself with the details along French cultural lines which would be of interest to our French-speaking population here; and there I spoke to the French government people, through the influence of my introduction from the British Broadcasting Corporation; and I spoke to these private station owners. The French question of government control has not been raised as the French ministries change from month to month practically and none of them dare touch the question of radio control. They are very much behind the English in that respect, but their actual arrangement of programs and entertainments and the plans of their educational work is very very far ahead of anything in the United States.

*By Mr. Wright:*

Q. This set-up you have suggested here is, as I understand it, based largely on the system which operates in the Old Country, is it?—A. It is based on the English system. The idea of having a company is first that Canada is full of people who are opposed to public ownership; on theoretical grounds if you call it a company and put it out right you avoid attack by any one who wants to get up in the House of Commons and attack it, that criticism is silenced. Calling it a company is only a small point, but I think it is worthy of your attention. You see in England what they have done, they realized there that they only have three channels, or four at the outside—two shared—for the transmission of programs; and they were practically forced by that to set up a government monopoly almost as soon as radio entertainment reached the point where it was spreading across the country; but they have evolved such a satisfactory system that I think the more closely it is followed in this country the more satisfactory we will find the thing to work out.

Q. That is, your observation over there, and from careful examination, you would still recommend that we should have all our stations under one control. My judgment has always been that to operate under private stations, giving what help and assistance you can with respect to government facilities for linking up the best programs, would get much better variety?—A. Yes, but by allowing private interests to have any say in the matter on broadcasting whatever you will have to allow advertising which theoretically should be kept down to the very minimum, because no private owner is going to run a station unless he gets something out of it. He has got to have revenue from advertising to keep his station going.

Q. What is the maximum advertising allowed in the Old Country?—A. Not one bit.

Q. No advertising whatsoever?—A. No advertising; you see, they have a ten shilling fee, and they have 2,000,000—I do not know whether it is 2,000,000 licences or 2,000,000 pounds from licence fees—I have forgotten the figures, it is more than that. As I said before, I cannot remember the exact figures of their revenue offhand; it is in the vicinity of £2,000,000; and out of that they run the whole of the broadcasting in the British Isles, and at the time that the national government was set up the British Broadcasting Corporation made a present of £70,000 to the Chancellor of the Exchequer out of their surpluses. In addition to that they built the new broadcasting house at a cost of £5,000,000, also out of their earnings. But you see there they have a large population in a small area. They have got all the artistic wealth and talent of London, also, together; so that they can get their talent and broadcast the whole thing from London offices so to speak, without any expense for wires and travelling expenses or anything like that that we have to allow for in Canada.

*By Mr. Gagnon:*

Q. How many people are employed by the British Broadcasting Corporation in London, approximately. I do not want to challenge your figures?—A. I have got a list in the hotel there of the employees and their secretaries.

Q. I am told that they exceed— —A. It is five pages—quarto pages—every man nearly has a secretary and the heads of departments all have two secretaries; I should say altogether there are 300 people employed in Broadcasting House.

Q. You say 300?—A. And that does not include the mechanical staff, the people out at the transmitters.

Q. I am informed that the number of employees exceeds 2,000 all told. I may be wrong?—A. There are offices throughout the country you know. My experience was in the head office in London, in the new Broadcasting House, and at Old Savoy Hall.



*By Mr. Beynon:*

Q. Could you tell us what the salary list is, what they amount to?—A. No, I cannot tell you that; it is in the B.B.C. handbook which is published every year; all the figures of employees and salaries is to be found there. I have not got a copy of the handbook for this year as I have been in Canada for eighteen months now.

*By the Chairman:*

Q. They have another source of revenue besides their ten shilling fee in their publications, have they not?—A. Publications, that was the brain-child of Major Gladstone Murray. He worked their publications up into a very good thing. They make £200,000 a year just out of Radio Times, the Listener, and World Radio—each of the three papers go out every week; then they have the annual yearbook with a circulation of 100,000.

Q. In which they publish advertising?—A. All their printed matter, their publications, are full of advertising.

*By Mr. Ahearn:*

Q. Do they advertise in the British Press at all?—A. Relations with the press are also under Major Gladstone Murray's department. They have been very happy indeed, they have encouraged the press to come around and see everything that was doing.

Q. Do they advertise?—A. The press publish their programs gratuitously, and every program is published every night. You buy your newspaper and you get the items of the program, not merely just what is going on at the different hours; you get the itemized programs which are to appear that night.

Q. Your scheme contemplates the eventual expropriation of all radio stations in Canada, does it not?—A. Yes.

Q. Have you ever tried to compute what that would cost this country?—A. I have not done so myself, but the Canadian Radio League of which Mr. Graham Spry is the leading mind has worked out what seems to me to be quite a satisfactory budget that was submitted to your committee last year.

Q. Do you remember what figure they arrived at?—A. For taking over the whole thing? They had it worked out on a three-year basis, to set aside a certain amount each year for the taking over of all stations. The first year I think they were to take out of surplus somewhere around \$300,000; the second year \$400,000, and the next year \$500,000; that was about the way it was.

*By Mr. Beynon:*

Q. Does that strike you as being reasonable?—A. The only figure that I thought might be open to question in his figures was the cost of the wires across Canada. I think in the first year he said that the railway companies, the telephone companies and the telegraph companies had said \$400,000 for eight hours a day on a trans-Canada broadcast. Why that is so I do not know. If that figure was not accurate then it would throw out their profit for expropriation purposes very considerably. But apart from that I think that the Canadian Radio League figures are quite reasonable.

*By Mr. Ahearn:*

Q. Does that mean \$700,000 to expropriate all the stations in Canada?—A. No, it would be \$300,000 the first year; \$400,000 the second year; and \$500,000 the third year: that would be \$1,200,000 to expropriate them at their depreciated value. I do not think that is unreasonable.

*By Mr. Garland:*

Q. What measure of censure is exercised by the British Broadcasting Corporation over programs?—A. Well, their system of censorship is very autocratic. It is carried on with admirable discretion. For instance, Mr. Winston Churchill wanted to broadcast his political views on India some three years ago, and the corporation decided that it was not a suitable time to broadcast his views and refused. He then applied to buy the time, and they also refused. Otherwise, their programs are all carefully supervised and prepared at least three weeks before they go on the air.

*By Mr. Beynon:*

Q. Were they not accused of muzzling free speech?—A. No, they were not accused of muzzling free speech; but they did reserve to themselves the right to invite people to broadcast.

Q. I say, when they refused Winston Churchill?—A. Yes, he accused them of that; but a large section of the community did not see that he had much grounds for complaint. Another question of censorship was over the general election of 1929. The time for political broadcasts was divided up between the three parties as they were in the House; but as the leaders of the Labour Party, Mr. Macdonald, Mr. Snowden and Mr. Thomas all went into the national government, the national government got the Conservative time as well as the Labour time—and a good bit of the Labour time; so that the small remnant that opposed the national government under Mr. Lloyd George and Mr. Arthur Henderson got two hours say. The Labour people criticized that very much indeed. I am not satisfied in my own mind yet that the British Broadcasting Corporation were right in treating the minority opposition that way.

Q. There is one case of where the "admirable discretion" failed?—A. Or perhaps their discretion was not so admirable.

The CHAIRMAN: Mr. Graham Spry in his evidence last year said, that the cost of purchasing existing stations would be \$600,000.

Mr. AHEARN: But since then a great many of the stations have had to renew their equipment.

The CHAIRMAN: They would be a better buy at that price.

Mr. AHEARN: Oh, very much.

*By Mr. McKenzie:*

Q. Is there any complaint in England with regard to the variety of the programs they get. I was talking to a man who makes occasional visits to this country. I told him that I had been informed that they had the best system in the world in England; his reply was, it is the best system in the world as long as you live in England; but, he said, in travelling through this country, the variety of programs available to the listener is vastly greater than it is in England?—A. The question of variety is in one respect a question of wave lengths. The more wave lengths you have allotted to your nation, the more different programs you can have on the air at the one time. In Montreal there are four stations of pretty good strength, and you can take your choice in the evening. If you do not like what is on one station you can go to another, and still another to find what you like. In London there are two, possibly three, alternatives for the ordinary powered set to pick up. There is the London National, the Regional, and the Devonshire. These are three stations, and all the British Broadcasting Corporation programs are planned for these three stations in such a way that you have a good contrast; whereas in Montreal the four stations have each an independently made up program, and it is conceivable that you might get on all four of the stations the same tune of music at the same time.

Q. But you always have the right to tune in on American stations when you feel like it?—A. You will always have that right, whatever happens.

*By Mr. Garland:*

Q. Couldn't they tune in to Germany or France?—A. Yes, they could tune into Germany or France. But there are a great many crystal sets in England, because the country is small. Certainly any one with a good set could hear broadcasts from all over Europe—Holland, Rome, stations everywhere, in fact.

The CHAIRMAN: Any further questions? Thank you very much, sir.

The witness was discharged.

The committee adjourned at 5.50 p.m. to meet on Friday, April 20, at 10 a.m.



















SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 7

---

FRIDAY, APRIL 20, 1934

---

WITNESSES:

Mr. Tom Moore, Ottawa, President, Trades and Labour Congress.  
Mr. Hector Charlesworth, Chairman, Canadian Radio Commission.  
Lt.-Col. W. A. Steel, Commissioner, Canadian Radio Commission.  
Mr. E. L. Bushnell, Director of Programs, Canadian Radio Commission.  
Mr. H. C. Buchanan, representing Moose Jaw Radio Association, and  
Station CHAB, Moose Jaw, Sask.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1731



# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,  
COMMITTEE ROOM 429,  
FRIDAY, April 20, 1934.

## MORNING SITTING

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 10 o'clock a.m. this day, Hon. Mr. Morand, Chairman, presiding.

*Members of the Committee present:* Messieurs Ahearn, Beynon, Cardin, Gagnon, Garland (*Bow River*), McKenzie (*Assiniboia*), McLure and Morand.—8.

*Witnesses in attendance:* Mr. Tom Moore, President, Trades and Labour Congress, Ottawa; Mr. Hector Charlesworth, Chairman, Radio Commission, Ottawa; Lt.-Col. W. A. Steel, Commissioner, Radio Commission, Ottawa; Mr. E. L. Bushnell, Director of Programs, Radio Commission, Ottawa; Mr. H. C. Buchanan, Moose Jaw Radio Association, and Station CHAB, Moose Jaw, Sask.

Specially interested persons present: Mr. N. S. Robertson, Solicitor, Mr. Ernest Johnson, and Mr. Henderson, of the Toronto Musical Protective Association, Toronto, previous witnesses; Mr. James Hunter, "Toronto Telegram", a previous witness; Vice-Chairman and Secretary of Radio Commission, Ottawa, and others.

The Chairman had distributed, list of letters received on the subject of radio, from Wednesday, April 18, to Friday, April 20, as follows:

Campbell, W. S., Toronto, Ont., dated Apr. 18.

Garland, E. J. Ottawa, Ont., dated Apr. 19, (with request that Committee Report be sent to Mr. Jack King, Regina, Sask.; submitted to Clerk of Committee).

Hamilton, S., Toronto, Ont., dated Apr. 17.

Lang, Mrs. K. M. & family, Vancouver, B.C., dated Apr. 14.

Leask, G. O., Sayward, B.C., dated Apr. 14.

Ottawa Radio Professional Service Mens' Association, Ottawa, Ont., dated Apr. 19.

Poulter, R. C., (editor "Radio Trade Builder"), Toronto, Ont., dated Apr. 18, (submitted to Clerk of Committee).

Smale, Mrs. Cece, Ninette, Man., dated Apr. 15, (*re* Mrs. J. MacKintosh Smith; submitted to Commission).

Weir, E. A., Toronto, Ont., dated Apr. 17, (submitted to Sub-Committee on Witnesses).

Mr. Tom. Moore called.

Mr. Moore submitted a brief representing the views of the Trades and Labour Congress in respect to radio broadcasting in Canada, strongly supporting the nationalization of radio broadcasting as one of the national resources of Canada.

Further questions submitted, and witness thanked and retired.



Mr. Charlesworth called and submitted evidence in reply to evidence previously given, particularly Mr. R. C. Ashcroft, President of Dominion Broadcasters' Association, Toronto.

Witness filed letter received from National Broadcasting Company, Inc. of New York, with respect to the relations existing between their organization and the Canadian Radio Commission.

After further examination, witness retired.

Colonel Steel called and submitted a statement in reply to previous statements given in evidence by Mr. Buchanan, Moose Jaw. During the submission of his evidence witness filed with the Committee the following:

Programme Time Schedule, Canadian Radio Broadcasting Commission;  
Day and Night Frequency Table "E";  
Comparison of Studios and equipment of Radio Stations CJRM and CHAB,  
Moose Jaw, Sask.

Communication from Col. Steel to Mr. Finlayson, Prime Ministers office, respecting Moose Jaw Amateur Radio Association Station.

The hour being one o'clock, and other witnesses to hear, the Committee, after discussion, decided to adjourn for lunch and meet again.

The Committee adjourned to meet again at 2 p.m.

#### • AFTERNOON SITTING

The Committee resumed at 2 o'clock, the Chairman presiding. Same members of the Committee present as at morning sitting; also, same witnesses in attendance, and other interested parties.

Mr. E. L. Bushnell called, and submitted statement, dealing with previous evidence of Mr. James Hunter, Toronto Telegram, Mr. R. C. Ashcroft Dominion Broadcasters' Association, and Mr. W. M. Murdoch, Toronto Musical Protective Association, and giving a resume of matters in connection with programmes. Witness filed with Committee: "Program Schedule—week of April 22, 1934". Canadian Radio Broadcasting Commission.

Witness retired.

Mr. H. C. Buchanan called, and after some explanation, in which he stated that he would like to have the evidence of Colonel Steel before him for careful notation, before replying, and as said evidence would not be available before Monday, it was finally arranged that witness prepare a brief, with the evidence before him at Moose Jaw, and forward to the Committee, when it would be specially taken under consideration by Mr. McKenzie and Mr. McLure.

Witness discharged.

After discussion, Committee adjourned to meet again on Monday, April 23rd, at 10 o'clock a.m.

E. L. MORRIS,  
*Clerk of the Committee.*

## MINUTES OF EVIDENCE

HOUSE OF COMMONS,  
FRIDAY, April 20, 1934.

The Select Standing Committee on Radio Broadcasting met this day at 10 a.m.

Mr. Morand, presiding.

The CHAIRMAN: Gentlemen, there is a quorum; we will come to order. We have Mr. Moore here. Mr. Moore is the President of the Trades and Labour Congress of Canada.

TOM MOORE, called.

The WITNESS: Mr. Chairman, I have prepared a short brief which I thought might be useful to the committee, and with your permission I will read it and when I have finished reading it if there is anything that I have not covered I am at your disposal and I will endeavour to answer any questions you may wish to put.

To the Chairman and Members of the Special Parliamentary Committee on the Operations of the Commission under the Canadian Radio Broadcasting Act 1932, as amended.

GENTLEMEN,—I wish to express appreciation of the opportunity extended to me in your letter, dated March 28th, to present any views or criticisms in relation to our present method of broadcasting.

As President of the Trades and Labour Congress of Canada, a Dominion-wide organization, I desire to confine my submissions to the official declarations and policies of that body.

In its platform of principles the Congress has, for a great number of years, included "Public ownership and Democratic Management of all Public Utilities" and it is on this principle, coupled with that of Freedom of Speech that Labour's representations in respect to radio broadcasting have been based.

In 1928 the Royal Commission appointed by the Dominion Government on Radio Broadcasting solicited the opinion of the Congress as to which of the three following methods would be most acceptable:—

(a) The establishment of one or more groups of stations operated by private enterprise in receipt of a subsidy from the Government; (b) The establishment and operation of stations by a Government-owned and financed company; (c) The establishment and operation of stations by provincial governments.

In reply the Commission was advised that suggestion (b) would be the most satisfactory. If, however, difficulties arose under the British North America Act, which would prevent giving effect to this, then suggestion (c) would have to be substituted. We further advised the Commission that:—

The Trades and Labour Congress of Canada is definitely opposed to Government subsidies being given to private enterprises of this character, believing strongly that control of the air should remain in the hands of the people. By the institution of a Government-owned and financed company, managed along the lines of the Canadian National Railways with a representative directorate, this object could be achieved.

The Royal Commission endorsed these proposals stating in part:—

As a fundamental principle, we believe that any broadcasting organization must be operated on a basis of public service. The stations providing a service of this kind should be owned and operated by one national company. Such a company should be vested with the full powers and authority of any private enterprise, its status and duties corresponding to those of a public utility. It is desirable, however, that Provincial authorities should be in a position to exercise full control over the programs of the station or stations in their respective areas. Any recommendation which we offer is primarily made with this object in view.

In another section the report recommends setting up both Provincial and Dominion Advisory Management Boards.

The declaration of our annual convention in 1930, following the publication of this report, sets forth clearly the policies which have since been followed by our movement in the following terms:—

(1) Radio broadcasting must by nature of things be a semi monopoly as there are only a restricted number of channels available and when these get into the hands of powerful corporations then the public is entirely at their mercy. The situation in the United States is an illustration of this where the control exercised by one or two such corporations has been sufficient to prevent the free use of Labour's broadcasting stations, WCFL.

(2) Radio broadcasting should be developed in the natural interests rather than along the lines of an advertising medium and wherever private companies own the stations, advertising becomes the primary object as their revenue is from this source and profit is the chief reason for operating.

(3) Duplication of stations should be avoided as far as possible in order to ensure the clearest reception by those who own receiving sets and unless the Government creates a monopoly and owns the entire system it is difficult to accomplish this object.

We are of the opinion that wherever a public service is of such a nature as to lend itself to monopolistic control that it rightfully comes with the classification of a public utility which should be publicly owned and democratically managed and that radio broadcasting is within this category.

Representations were made to the Government for enactment of legislation to give effect to these recommendations of the Aird Commission and to further this object the Trades and Labour Congress of Canada actively participated with other national organizations in the work of the Radio League.

The Radio Act adopted by Parliament in May, 1932, met in its general terms with the approval of the membership of the Congress. Our convention of that year particularly endorsed the declaration of the Prime Minister, the Rt. Hon. R. B. Bennett, made to Parliament in introducing this legislation, namely:

The use of the air, or the air itself, whatever you may please to call it, that lies over the soil or land of Canada is a natural resource over which we have complete jurisdiction under the recent decision of the Privy Council. I believe that there is no government in Canada that does not regret to-day that it has parted with some of these natural resources in trust for all the people. In view of these circumstances and of the further fact that broadcasting is a science that is only yet in its infancy and about which we know little yet, I cannot think that any government would be warranted leaving the air to private exploitation and not reserving it for development for the use of the people.

At the same time attention was drawn to the detrimental affect on publicly owned utilities where private interests were allowed to develop assets which had afterwards to be transferred, often at excessive cost to publicly owned utilities,



and the Congress Executive was instructed to continue its efforts to the end that the legislation respecting radio broadcasting would be administered in the interests of the people as a whole.

At our last year's convention, (1933) the policy of giving general support to the Commission was approved, coupled with regret that in the establishment of the Commission a representative of Labour had not been included thereon.

It was further urged that the Government should extend every facility to the Radio Commission to enable it to fully develop its functions.

Briefly summarized the present position is as follows:—

(1) Dissatisfaction that ownership of stations by private interests has been allowed to develop since the Commission was established. This, in our opinion, is a retrograde step.

(2) Belief that the position of the Commission would be stronger if its membership was increased so as to provide more direct contact with important community groups.

(3) That the Commission should be more of an advisory and administrative body, the actual management being placed under a responsible manager.

(4) That all revenue received from the licensing of radio sets should be placed at the disposal of the Commission for the development of its facilities and the improvement of its programs.

The present method of providing for the expenditures of the Commission by an annual vote of Parliament is misleading, the impression being common that money so provided is from general taxation in addition to revenue from licence fees.

(5) New stations as required should be built and owned by the Radio Commission and present ones absorbed by the Commission's system as quickly as this can be done.

(6) That the Commission should facilitate the building up of machinery for the development of collective bargaining and the adjustment of any grievances that may arise with its employees.

The CHAIRMAN: Gentlemen, are there any questions.

*By Mr. Garland:*

Q. Mr. Moore, would you care to give the committee the ground or reasons for your recommendations that the commission should be purely advisory, and that the actual affairs of the commission's work should be placed in the hands of a manager?—A. I think that that enables it to be much freer from any political pressure than it otherwise would be. My experience of some ten or eleven years on the Canadian National directorate has led me to believe, that if the directorate or any part of it had attempted to assume functions of divisional management it would have been much more difficult for the Canadian National directorate to have administered the affairs of the railway. In other words, a manager can proceed to carry out the general policies set down by the commission, and the commission itself is a buffer between the actual management and the government rather than being responsible for the day by day mistakes that management may make. And there is also the pressure that is bound to come wherever you have connection with public parliamentary authorities, and it is impossible to entirely divorce any publicly owned utility from parliamentary control of some kind because of the responsibility which rests on parliament for financing it.

Q. In that case, what would you do with the present commissioners in respect, for example, of their salaries and things like that?—A. Oh, retain them.

Q. At what salary?—A. Well, that is a matter for the Finance Minister. Speaking for myself, I would say that I never at any time have any objection

to a man being paid a fair salary, but I would say the majority of the commission, in my estimation, might be what is usually termed voluntary service members, but on the other hand they should be paid a remuneration for their actual attendance as in the case of the Canadian National directorate where they had a nominal salary of \$2,000 a year which was really based on so many attendances at meetings in the year. I do think that the commission would be put at some advantage by being larger and would, therefore, be able to bring, what shall I say, more varied views on the numerous problems which undoubtedly arise in the administration of such a public utility as radio broadcasting.

Q. Your views are shared very largely, I may say, by the west.—A. I might have mentioned, Mr. Chairman, that in our view the Act has not been implemented by one commissioner from each province and the appointing of general council. I think the Act provides for that.

*By Mr. Ahearn:*

Q. Was that to be the set-up under the original report, a member from each province?—A. That is in the Act, if I remember rightly.

*By Mr. Beynon:*

Q. There was to be an advisory official in each province?—A. There were to be twelve forming the commission, including one from each province. I think that was in the Act. I only have the Bill here, and it may have been amended before it was passed into the Act.

*By Mr. Gagnon:*

Q. What powers would you give to the provincial advisor whose title, I suppose, and whose functions will be given to him if legislation should be passed?—A. I might state frankly, that we are not so imbued with the suggestions laid down by the Aird Commission report in regard to advisory council and so forth. The views of our organization have always been towards centralization, and while we recommend the commission to be larger we are not entirely in harmony with the recommendation of the commission that one should come from each province.

Q. Well, do I understand from you that the provincial council on the commission would be purely acting in an advisory capacity?—A. I was only stating that the present Act had provided for such a thing and it had not been implemented. I think it followed fairly closely recommendation D of the commission which reads as follows:

(d) That a provincial advisory council on radio broadcasting should be appointed for each province, to act in an advisory capacity through the provincial authority;

Frankly, that is not our recommendation. I want it to be thoroughly understood that I was only referring to the fact that the Act and the recommendation on which it was based did provide for such a thing.

The CHAIRMAN: May I read Section 6 of the Act:

6. (1) The Governor in Council may appoint not more than nine Assistant Commissioners who shall hold office during pleasure, and who shall not receive any salary but may be paid an annual amount by way of honorarium, to be fixed by the Governor in Council. There shall not be more than one Assistant Commissioner appointed in any province and the appointment shall be made after consultation with the government of the province in which the Assistant Commissioner resides.

In other words, the Governor in Council "may" appoint these in consultation with the provinces.

Mr. GARLAND: Mr. Chairman, may I submit here that my good friend Mr. Gagnon, who is a lawyer, and other lawyers, will tell you probably that the word "may" in that case does not imply precisely what you suggest; that it is really mandatory, I am afraid, and has not been carried out.

Mr. BEYNON: I am not so sure that Mr. Garland is not a good lawyer. "May" sometimes is mandatory but I do not think it is in that case.

*By Mr. Ahearn:*

Q. Mr. Moore, your idea would be to appoint a general manager.—A. Yes, along the lines of the original set-up of the Canadian National directorate, where the general manager would be responsible for the carrying out of all operations.

*By Mr. Beynon:*

Q. I suppose somewhat similar to the present set-up too with Mr. Hungerford as president?—A. Partly, but we are objecting to the present set-up because it affects the contacts. The three trustees are liable to feel that they are themselves responsible for management and may, in consequence, lose that contact which a larger directorate makes possible.

Q. Your objection is to the size of the board rather than to the character of the set-up?—A. Due to the fact that it does not provide the necessary contacts, which, in our estimation, are essential to keep proper harmony and keep in touch with public opinion in the development of public utilities.

*By Mr. Garland:*

Q. Mr. Moore, in your brief you declare a general regret that an element of private ownership had been continued?—A. Yes.

Q. I would like to know just what you mean by that?—A. Strong opposition. Based on the declaration of the Prime Minister in regard to the air being a natural resource, and our own policy that public utilities should be owned and operated democratically, we feel that to licence private stations after the commission was established is only building up private interests that may have to be taken over ultimately at an unnecessary expense; and that one of the difficulties of public ownership has been in the matter of compensation to be paid to private interests and, therefore, once the commission was appointed we felt that all new stations that may have been required should have been built and operated wholly by the commission—and we feel that strongly to-day. We more than regret this and registered strong objection to the policy of granting licences to private interests to operate stations, even if they are controlled or partly controlled by the commission.

Q. Did your organization take into consideration the question of expense and the inadequate funds at the disposition of the commission?—A. We have partly, but you will recall that the Radio League in making its representations before the commission recommended a licence fee of \$3 and that was endorsed by our membership. At that time they thought it would not be unreasonable if they got returns, and that it would provide the necessary amount of money required to carry out the policies of the commission. We all know that none of these private stations are set up from philanthropic motives. They are set up for the purpose of providing a revenue.

*By Mr. Beynon:*

Q. Mr. Moore, did your organization ever stop to consider even with the \$3 licence fee this commission could have gone on and carried out the scheme with-



out still allowing private enterprise to do part of the work?—A. Yes. We are never very fully impressed with the thought that a country cannot afford to do the things necessary for its own development. Perhaps the capital could have been borrowed, if necessary, and the licence fee no doubt would be sufficient to pay the interest and sinking fund, and the commission could have built the necessary stations required.

Q. You have considered the fact that the licence fees in themselves would not enable the commission to do that?—A. May I answer your question this way, sir—and I am not sure of my information because I only have the public press for it—but I read in a paper the other day where there was an accumulation of over \$2,000,000, over and above what the commission had been allowed to expend, that had been collected from licence fees since the commission was established, and I do not think that that sum has been spent by private interests in fitting the stations that have been licensed since the commission has been in operation.

The CHAIRMAN: I do not think your information is very sound.

The WITNESS: I only have the public press for it. I think that information was given to this commission.

Mr. AHEARN: Did not Commander Edwards say something about a large fund of that nature?

The CHAIRMAN: No no, he recommended that the commission would have to have \$2,000,000.

Mr. AHEARN: I understood there was a large surplus from the old licence fees.

Mr. CHARLESWORTH: The evidence of Commander Edwards on that point was to the effect that there was \$1,043,000 accumulated, collected prior to 1931; there is an accumulation of \$1,043,000 chiefly in the year 1932 when the commission was not operating.

The WITNESS: Mr. Chairman, I am not supposed to be a questioner here, I am supposed to answer questions, but is my information correct that the appropriations granted to the commission were only about two-thirds the amount of the licence fees. In other words, they got about \$800,000 and the licence fees collected were about a million and a quarter.

The CHAIRMAN: There was an appropriation of over a million dollars. Besides that, there is a certain sum that must be allotted for collections and for interference service. The interference service alone cost \$250,000.

Mr. GARLAND: I think there was between \$700,000 and \$800,000 left.

*By Mr. Gagnon:*

Q. Do you feel that the majority of your members would be in favour of increasing the licence fee to \$3?—A. Our membership would prefer paying \$2 or less but if the choice was between the higher fee or allowing development of privately owned stations then I am sure they would prefer to pay the \$3 fee if that was absolutely essential.

The CHAIRMAN: We can acquire that information from the commission when they are on the stand.

*By Mr. Gagnon:*

Q. You would favour the removal of the commission from all political interference?—A. As far as it can be done, sir. There has always got to be some relations between the commission and the government. And political interference is a very bad term and it is very hard to define sometimes. Merely good will and desire on the part of the commission to insure friendly relations is sometimes sufficient to cause a commission to do things that they would not do if they were entirely divorced.

Q. In England, for instance, they have a corporation the B.B.C. Have you ever studied how it has been organized and how it is working?—A. In England?

Q. Yes.—A. Very casually, sir. I would not dare to express an opinion.

Q. I am informed that there is a responsible minister in the House—the Postmaster General?—A. Yes, and all the revenue is passed to the commission.

Q. Yes, but you would prefer a corporation to the commission?—A. It is immaterial which name you give it as long as it functions properly.

The CHAIRMAN: The total number of licences collected in 1933, was 761,288 at \$2. each, \$1,522,576. There was an appropriation of \$1,025,000 to the commission. Then there are the collections and the interference service. Are there any further questions?

The WITNESS: That balance would take care of sinking fund and capital expenditure, would it not?

The CHAIRMAN: We thank you very much, sir, for your kindness in coming here.

The WITNESS: Thank you, Mr. Chairman and gentlemen, for the privilege of appearing before you.

Witness retired.

The CHAIRMAN: Gentlemen, we have the members of the commission here, and I believe they wish to make some presentations in reference to certain facts that have arisen out of the evidence that has been submitted.

Mr. GAGNON: Are we not supposed to hear Mr. Buchanan to-day?

Mr. BEYNON: No, except to explain any point brought up by the commission.

HECTOR CHARLESWORTH, recalled—

The WITNESS: I am prepared to deal with Mr. Ashcroft's evidence. I have his evidence before me. There is one point, and it demands immediate correction because he made a distinct charge affecting the bona fides of the National Broadcasting Company. This is what he said at page No. 81:

The net result of the conference was that they said they would co-operate with the commission in every way they possibly could.

The CHAIRMAN: May I ask you this: You are making statements as to what took place as between the Commission and the Columbia and National Broadcasting Commission? Of course, that was second-hand information. What was your source of information.

The WITNESS: The N.B.C. official who attended here. The N.B.C. official advised me after his return to New York from the conference in Ottawa, that they had no intention of asking any sponsor to amend or curtail any of their commercial announcements to suit the Canadian Radio Commission, as such procedure on their part would be ludicrous.

The officer of the N.B.C. who attended that conference was Mr. Donald Withycomb, Manager of Station Relations. Mr. Withycomb was originally a Canadian, an employee at one time of the Canadian Pacific Railway Company, a man of the highest honour and integrity, and when I heard that evidence I at once communicated with Mr. Withycomb, as an old personal friend of mine, advising him that a charge of lack of bona fides had been made against N.B.C. by Mr. Ashcroft. Mr. Withycomb was absent from New York at the time I communicated with him but wrote this letter. We had a long distance communication and I read to him Mr. Ashcroft's testimony. This letter was marked "confidential" but in view of what has taken place I did not think it should be regarded as con-

fidential and have been authorized to place it before the Committee. The letter reads as follows:

Upon return to the City to-day I received your letter of April 12th.

I cannot understand how anybody could publicly or privately say that any individual connected with the National Broadcasting Company would make any statement to the effect that the National Broadcasting Company had no intention whatever of co-operating with the Commission in the matter of advertising or in every respect. I certainly cannot be accused of such a statement. It has always been my desire as a representative of the National Broadcasting Company, during my visits to Canada, to express to you and members of the Commission the sincere desire which this company holds, to offer every co-operation to the Canadian Commission. You know that my statements are only reflecting Mr. Aylesworth's position which he has stated to you and to members of the Commission personally.

The Mr. Aylesworth that he alludes to is a close associate of Mr. Owen D. Young and Mr. John D. Rockefeller.

The relationship which has existed between the Commission and the National Broadcasting Company has always been most pleasant. I have always been proud to have been privileged to contact with you, Mr. Maher and Col. Steel, and as you all know, have used every effort to carry out your wishes in every respect. May I repeat what I have so often said, that the National Broadcasting Company has and will continue to co-operate in every possible manner with the Canadian Radio Broadcasting Commission in every way, shape or form.

Mr. BEYNON: I think the original letter ought to be filed with the committee.

The CHAIRMAN: Will you allow it to be filed?

The WITNESS: Yes, I am quite willing to allow it to be filed as long as we get it back sometime because it is a valuable record for us.

*By Mr. McClure:*

Q. Just on that subject, Mr. Charlesworth, I would like to ask a question. At pages 77-78 of Mr. Ashcroft's evidence there were certain statements made. Is this committee to accept the charges made against the Commission as correct, namely, that a roorback describing Mr. Ashcroft as an imposter had been sent out by the Radio Commission? These statements are made on pages 77-78 of the minutes of proceedings, and I would like Mr. Charlesworth to explain to the committee why he (Mr. Ashcroft) made this charge. Was there any reason for it? —A. The charge was absolutely false. He has charged a roorback was sent out. Nothing of the kind was done, nothing of the kind whatever.

Q. He made that statement in his evidence?—A. Yes, I heard him make the statement. I was amazed.

*By Mr. Beynon:*

Q. Was anything said by you, Mr. Charlesworth?—A. Nothing.

Q. Nothing at all?—A. Nothing. I think the only reference I ever made to the Dominion Broadcasters' Association—I have discussed the matter with people when they spoke to me about it, but that was merely in Ottawa—was when the Brantford station made some request and I wrote a letter. In a P.S. I just wrote, "How is your Dominion Broadcasters' Association getting on"? That letter was to the manager of the Brantford station and I got a reply at once, two long typewritten pages, making it absolutely clear that he was not



connected with them. I made the remark jocularly but he took it quite seriously.

Q. There were no letters or telegrams sent to any of these stations asking any questions about them?—A. Nothing of which I am aware. I dare say our program fellows would ask a station that they would come in contact with “Are you associated with this Dominion Broadcasters Association”? I may say to you that the commission have been anxious to see a real organization of privately owned stations established that could co-operate with the commission. It would be much more convenient for us if there was some body representing the private stations so that we could communicate with the secretary. For instance, this week we are sending out a decision of the commission regarding the use of records for the summer months when it is difficult to get programs. If there was a body with whom we could communicate on decisions of that kind it would be a very good thing.

Q. I just wanted to get the facts, Mr. Charlesworth. Did the commission or any of its employees send any letters to these stations or any telegrams to these stations?—A. Not that I am aware of, sir.

Q. Well, you are chairman, would be aware if they were sent?—A. I think I would. Certainly there was no roorback.

Q. I am not talking about a roorback, I merely want to get at the facts of this. I am trying to be as judicial as I can. We find letters and telegrams coming in here respecting this situation, coming out of blue sky, and I was wondering whether there was someone in fact attacking this station.—A. For instance, I handed the chairman a letter from Fort William, which was written because the station there had read something in the newspapers.

Q. I am merely trying to get at the facts in connection with the situation, Mr. Charlesworth, and the reason for all these letters and telegrams.—A. My first knowledge of the Dominion Broadcasters Association came in January when the Director of Public Relations brought in a big screed by the Toronto Telegram and I said, “Well, we will just let the matter alone,” but presently repudiations commenced to arise. We had one from Charlottetown, and Mr. Tompkins, of North Bay, I think, whose name had been used in the Toronto paper, also sent in a repudiation.

Mr. GAGNON: The Brantford Expositor and Sault Ste. Marie Star published long articles about Mr. Ashcroft.

The WITNESS: Yes. Mr. Nathanson, the manager of the Sydney station, was particularly exasperated. The repudiations were voluntary from the station owners themselves.

*By Mr. Beynon:*

Q. Well now, Mr. Ashcroft described this as a roorback, and this committee, I imagine, will come to its own judgment, but what I want to find out is if the commission sent out any communications?—A. No, we sent out no communication.

Q. If there were I would like to see them.—A. There were none sent out that I am aware of.

Mr. GARLAND: Mr. Chairman, as a matter of record, did Mr. Ashcroft file any letters that would justify his charge of a roorback?

The CHAIRMAN: Not that I know of.

*By Mr. Gagnon:*

Q. Are you aware, Mr. Charlesworth, whether Mr. Ashcroft circulated among the members of the House of Commons or the Senate, and to a great

number of men in Canada, a certain memorandum, even in the first days of February?—A. Yes, I am aware of that. None was sent to the commission. My attention was drawn to the matter by Mr. Hanson, the chairman of the Banking and Commerce committee. He showed me one he had received. Our knowledge of it came in this way: The boards of trade and chambers of commerce in Canada to which it had been sent, in a great many instances had passed resolutions absolutely rejecting the proposal, and sent copies to the commission. The first knowledge I had that he had sent memoranda out to the boards of trade and chambers of commerce of Canada came in that way. From even as far away as Prince Rupert, they sent a resolution where they rejected the thing. I saw an editorial in the Winnipeg Tribune, in which they had evidently received a copy of Mr. Ashcroft's effusion. I have never, as a matter of fact, read it, but the Tribune charged that this association of Ashcroft's was a bastard—that is the phrase they used, I think—of the American Association of Broadcasters which has been spreading a great deal of propaganda in the United States against the British Broadcasting Corporation. There is a very strong movement at Washington, with which President Roosevelt is more or less sympathetic, for better control of advertising and of radio generally in the United States. A great deal of literature that has been circulated especially denouncing the British Broadcasting Corporation, with a few side kicks at ourselves, so much so that the British Broadcasting Corporation got out a special issue of "The Listener" and circulated it throughout the United States, to clear its name of the charges. That agitation has been carried on for use at Washington, and the Winnipeg Tribune made the charge—I don't know on what what grounds—that the organization that Ashcroft attempted to form was a bastard of the American movement. But I have only the Tribune's word for that. These things have come to us from the outside. Mr. Ashcroft has never communicated with us at all about it or sent us any of his literature. However, I can tell a little of the history of Mr. Ashcroft's manoeuvres, because they were brought to my attention in the end of November last; Mr. E. W. Beatty, of the C.P.R., sent Mr. Joseph Apps, his chief assistant, to me, and told me that Ashcroft had prepared and circulated a plan demanding that he be given charge of broadcasting in Canada, that he brought it to the C.P.R.—which you will recollect had a plan before the committee of 1932—and Mr. Beatty told Mr. Apps to tell me he had turned it down. By a coincidence, on the same day, Mr. James E. Walsh, general manager of the Canadian Manufacturers Association, who was in Ottawa on association business, met me in the Rideau Club and told me that Ashcroft had been to their association about the first of December, I should judge, and had wanted them to set up the old committee that came to Ottawa to oppose nationalization in 1932, and support a plan to hand everything over to him. Mr. Walsh, who has since become more or less of a convert to the operation of the commission—he has reversed his views very largely—said, "I have nothing to do with this plan." But he took the precaution of submitting the proposition to the radio manufacturers section of the Canadian Manufacturers Association, to report on it. They rejected it and prepared a memorandum also, with praise for the commission. The Chairman, Dr. Morand, has a copy of a memorandum detailing the views of the Manufacturers Association. I think I sent it to you some time ago.

The CHAIRMAN: That will be filed among the letters.

The WITNESS: Yes, it is available to the committee. So the next move, when he had been rejected by the C.P.R. on his plan, and rejected by the Canadian Manufacturers Association, was to form an organization of station owners, and a number of them went in. The first information that I had about the latest move of Ashcroft's came as follows. I think it was on January 7, he held his meeting at Toronto. Mr. Chandler from CJOR of Vancouver,

came to Ottawa to see me the day after this meeting. I thought Chandler had come on station matters, and when I asked him, he said, "No, I have not." He said, "I want to tell you something." He said, "I came to attend a meeting called by the Dominion Broadcasters Association at Toronto, carrying proxies for all British Columbia stations." I flew part of the way, and was delayed by snow storms in Iowa and arrived in Toronto the day after." He said, "As soon as I learned what the purpose of this meeting was, merely to assail the broadcasting commission and to make general charges, I decided that I should come to Ottawa and let you know that I didn't come to Toronto with any such purpose in mind at all. The British Columbia stations are not your opponents." Then it was that I had the *Toronto Telegram*, which is Mr. Ashcroft's organ, looked up to see what had happened.

*By Mr. Beynon:*

Q. Perhaps that is a rather unfortunate statement, Mr. Charlesworth, to say that the *Toronto Telegram* is Mr. Ashcroft's organ?—A. I beg your pardon?

Q. Would you go on record as describing the *Toronto Telegram* to be Mr. Ashcroft's organ?—A. Well, to this extent—

Q. I just want you to take the responsibility for that statement, that is all?—A. Well, let me make myself clear about that. I don't know whether you would call it an organ—perhaps it is a meaningless phrase. But from the day that my name was first mentioned as the probable chairman of this commission, weeks before I was sworn, the *Telegram* carried interviews with Mr. R. W. Ashcroft, denouncing the decision of Mr. Bennett. Then throughout the early stages of our operations, it carried interviews with Mr. Ashcroft, denouncing everything we did. There were often imaginary things, some story where he said we were going to do something, that we were not going to do it at all. So apparently, from the amount in our clipping service of interviews in the *Evening Telegram* with Ashcroft, and in no other paper, I should judge there was a certain personal affiliation there. Perhaps it would be unfair to call it his organ, but the information that has been published in Toronto about the Dominion Broadcasters Association, was published in the *Evening Telegram* at great length when he held his meeting in Toronto. The three other newspapers didn't touch it at all. They didn't regard it of sufficient importance to put in their news columns.

*By Mr. McLure:*

Q. With further reference to this evidence of Mr. Ashcroft on page 78, he made the statement that you as chairman of the commission—he charged in his evidence that the present commission is grossly unfair to the present radio stations of Canada. Would you give us an explanation of that charge?—A. I don't know what he means by that at all. I have expressions of personal goodwill from practically every radio station in Canada. There are a few of them that have had disputes with me, but none of those disputes have been at all acrimonious. Even Mr. Buchanan of Moose Jaw, who was on the stand the other day, said he had nothing against the commission. I receive very often complaints that they think the regulations as to advertising unfair to them, that they could make more money if they were not there. I have invariably pointed out that those regulations were fixed by parliament in the act of 1932.

Q. In other words, that is an unfair statement by Mr. Ashcroft?—A. Yes, it is an unfair statement, so far as I am concerned, and so far as any of the commission are concerned.

Q. May I ask you this: Are you in favour, or what is your attitude towards a real association of private owners?—A. I have just made that clear.

Q. Could it not be made of assistance to the Radio Commission?—A. I just made that clear, that we would welcome one for the purpose of co-operation,



because there are thousands of things that come up where we have to communicate with the individual station. Stations are sometimes trapped by unscrupulous patent medicine vendors, to get a broadcast on the air that has not been authorized by the Department of National Health. If they had an association with a secretary, with whom we could communicate on things affecting stations, who would inform his membership, it would be of great use to us and we would straighten out a great many differences. So long as private stations exist, we want to co-operate on the friendliest terms with them, and we have found that disposition among them.

Q. Again in the evidence, on page 84, Mr. Ahearn had asked a question of Mr. Ashcroft, and the answer was, the Chairman of the commission said that station CKGW was taken over to show how the commission could discipline anybody who did not fall in line with their policy. Would you care to tell the committee the exact circumstances under which station CKGW was leased?—A. Well, if the committee is willing. As it is a very important station, having been brought under the permanent management of the commission, perhaps it would be just as well if I told the whole story of how we came to take over that station. It was a station owned by Gooderham & Worts, Limited, with Mr. Ashcroft as manager. Certain directors of G. & W., I numbered amongst my closest personal friends. In fact, I am a close personal friend of many of the owners of Toronto—of stations CFRB and CKCL for instance. Most of the radio station owners in Toronto were my social and business friends. In this particular case a prominent director of Gooderham & Worts, naturally interested in the station, was Mr. Harold Marriott, manager of Osler & Hammond, who died suddenly a few weeks ago, was a very dear personal friend of mine. Marriott had a deep affection for me, and he was worried very much about the attacks emanating from station CKGW on the commission, especially because of his high personal regard for myself. Two or three times he said, "The way things are going, I don't know how long I can last; I am totally against our station taking such a hostile attitude towards your commission. Do you think anything can be done about it?" I said, "No, I don't see what can be done about it. We have just got to stand it until the public get tired of it." When I first went to New York at the end of February in 1932, where I met with the chief executives of the National Broadcasting Company, which has a long-term contract with that station—

*By Mr. Beynon:*

Q. Pardon me, did you mean February, 1933?—A. 1933, yes. I met the chief executives of N.B.C. In fact they gave a luncheon for me. Afterward the N.B.C. Manager of Station Relations, Mr. Withycombe, took me aside and he said, "Our relations with stations CKGW are very bad." He said, "I was told when I was in Toronto that you have a great personal friend connected with the station? Is that true?" I said, "Yes, it is true; Mr. Harold Marriott is one of my dearest friends and I would not like to do anything to injure his interests." "Well," he said, "we have decided that if we have to continue with CKGW, we want to withdraw from Toronto altogether." That is the last thing the Commission wanted because we had very few programs of our own on the air, at that time. The station carried N.B.C. programs in the daytime, carried Amos and Andy duo, a lot of things that Toronto people like and it would have seemed disastrous if they went off the air. Mr. Withycombe says, "Now, look here, they are under licence for 5,000 watts. If you will allow the 5,000 watts frequency to any other station in Toronto—as regards CFRB. it was out of it; it was a Columbia station—if you will give to another Toronto concern, the Toronto Star station, or station CKNC or CKCL, any station you like, in fact instead of CKGW, we will transfer the N.B.C. business to them." He mentioned Ashcroft. He said, "We are tired of Ashcroft. He double-crossed us," on

something or another that he mentioned. I don't know anything about it. He said, We are going to withdraw if you insist on giving that station the 500-watt licence.

*By the Chairman:*

Q. A 5,000-watt licence, you mean?—A. Pardon me, yes, the 5,000-watt licence. He said, "We are going to withdraw from Toronto." The Commission didn't wish that, so I came back and I called up Marriott at Toronto. I said, "Harold, things are pretty bad about this station of yours. You are in danger of losing the N.B.C. We don't want that either." "Well," he said, "Harry Hatch, that is the president of Gooderhams, has just gone over—it was in March—to see the Grand National in England. He will be back in a few weeks' time, and I wish you would wait until he comes back; then I will arrange a meeting." The station had to be relicensed on April 1st, and I consulted with our commissioners. We could not buy the station, but we looked through the act and saw that we could lease. That was the solution for us; carrying out the process of nationalization through leasing, without buying. As it turned out, we decided to relicense CKGW for 5,000 watts, and as soon as Hatch came back enter into the whole situation with him. As soon as Hatch got off the boat at New York, Marriott notified me, and I went to Toronto, and we made a gentleman's agreement, pending further negotiations to take over the station. We were very glad to get it, because we have had difficulty in obtaining an outlet at Toronto for our programs. In the terms on which we leased it we didn't discuss whether the station was making any profits. We went into the capital investment, and fixed a rental on the basis of about 6½ per cent per annum on the capital investment. Then Col. Steel and our technicians went up and found whether things were as represented, and the deal went through. But as you see, there was no attempt to discipline the station. It was to save the station that we took it over, and it proved to be a very happy solution of a very difficult problem.

*By Mr. Beynon:*

Q. That station is now owned by the Canadian National Carbon Company, is it not?—A. No. It is owned by Gooderham and Worts, and we rent it from them under lease; the lease is renewable. The transmitter which is the important part of the station is located at Bowmanville, Ontario.

Q. Who operates it?—A. We operate it.

Q. I know. Are the employees in your employ?—A. Yes. We have a staff at Bowmanville. They had closed down their short wave station, but we reopened it. It was a consideration with us, and that is the main channel by which we now reach the Arctic.

In connection with CKNC, we have an arrangement whereby advertising is handled for us. They have advertising solicitors. You see, we wanted to keep down our staff as much as possible. We didn't feel ourselves in a position to employ advertising agents and solicitors, and so far as CKNC are concerned, our offices are rented from them in Toronto. They had a lot of vacant space, and we have employed their advertising staff in solicitation of advertising for the maintenance of station CRCT. Of course, we have to carry advertising to maintain it, because a station of that kind is expensive to maintain. The main operation, the technical operations, are at Bowmanville, Ontario. When you pass there coming from Toronto, you can see the aeriels at Bowmanville.

Q. Who owns CKNC?—A. It is owned by the Canadian National Carbon Company. Oh, yes, CKNC is an outlet for programs. We have an agreement with them. Certain programs—for instances, a program of our own comes in at the time Amos and Andy is on the air. If we said to the Toronto people, "You are not going to have Amos and Andy; you are going to get our little

program from the Maritimes", everybody would be sore. So we put the Maritimes programs, or programs from other parts of Canada, on the air on CKNC, through an arrangement with them for carrying certain of our programs, and use such N.B.C. programs as we know the public are interested in on CRCT.

Q. Have you leased CKNC?—A. No.

Q. You have not leased that at all?—A. No. We are their tenants in the sense that we rent office space and studios.

Q. I am talking about the station; you have not got the station itself leased?—A. No.

Q. Just your studios, just your office space?—A. Studio and office space. When we took over, there was very expensive studios down in the King Edward Hotel. We knew we had to save money, and we thought it was extravagant. I suppose they had originally gone into the King Edward Hotel because Gooderhams were interested, were at one time I think heavily interested stockholders. We thought that was too expensive a proposition, and a nuisance for operation purposes, with people dropping in all the time around there. So we rented floor space for our offices with the Canadian National Carbon Company up on Davenport Road. The main part of the city is that it takes us away to a place where people can carry on their work without being bothered by the public as they were constantly being bothered in the King Edward Hotel.

*By Mr. Ahearn:*

Q. Who owns the property on Davenport road?—A. It is owned by the Canadian National Carbon Company. It is an enormous place. They have had a station there for years. There was an enormous amount of very fine floor space that they were not using, so we went in. It is away from any residential district. CKNC is one section where it has its transmitter. The other section houses our offices and our broadcasting organization. We use studios jointly sometimes, but anything from CRCT goes out by wire to Bowmanville, Ontario, which is its distribution point, thirty miles out of Toronto.

*By Mr. Garland:*

Q. This is not the station you rented at 6½ per cent on the capital?—A. No. We rented the station which is at Bowmanville chiefly. There were other investments, but they were office tenants of the King Edward hotel. We simply changed our landlord.

Q. There is an interesting case; you are paying 6½ per cent rental, still?—A. About that.

Q. On the total capital investment?—A. On the capital investment in their plant. It is a very fine plant at Bowmanville.

Q. But are they going ahead with advertising and securing what revenue they can?—A. No, they have nothing to do with that.

Q. What happens to the earnings of the station?—A. The earnings go into the pot for the improvement of broadcasting.

Q. The earnings all go to the C.R.C.?—A. All come to our commission, yes, after paying expenses, and that is how we have been able to turn a station that was running at a loss into a profitable enterprise. Of course, in connection with that station, what happened was that Gooderhams operated it partly to advertise their brand of whisky. I was offered by Mr. Hatch a lower rental if we would continue to say that this station was under lease from Gooderham & Worts Limited, which would continue the name of Gooderham & Worts on the air. But I said I didn't think the people of Canada would sustain us in that, and so we thought it would be better to spend a little more money on rental to avoid that. The station was originally designed to advertise the name of Gooderham & Worts, as I understand it in western New York state before the embargo was put on, when liquor could go freely. It is a very fine station. It has a big



coverage in western New York state at the present time, or did have. There are a great many Canadians over there, hundreds of thousands of Canadians, and they listen to our Canadian programs from that station.

The CHAIRMAN: Any other question?

*By Mr. McLure:*

Q. You spoke a short time ago about Mr. Ashcroft's plan of broadcasting; when did you hear of that plan first?—A. I heard of the plan from Mr. Walsh of the Canadian Manufacturers Association, about the end of November, as I say.

Q. Was the C.P.R. or the Canadian Manufacturers Association favourable to that plan?—A. No, they turned it down absolutely, and sent word to me. They sent word to me it had been submitted to them, because neither one—Mr. Beatty is a personal friend of mine, and I had had very close relations with the Canadian Manufacturers Association for years in connection with trade journals—and neither one of them wanted me to think that they were doing anything behind our backs. Before they considered the matter they informed me, and then they informed me that they had turned it down.

Q. On page 82 of the evidence, it is said that there is discrimination with regard to advertising Canadian firms and American firms. After you look over that, would you tell the committee your version with respect to these American sponsored programs?

The CHAIRMAN: What page?

Mr. McLURE: Page 82, "I submit that this is unfair discrimination on the part of the Radio Commission towards Canadian sponsored programs—"

The WITNESS: In connection with American programs that come into Canada, practically all of them are by concerns that have branch factories, some of them very large branch factories, large distributing plants, in Canada. We didn't exclude those people from the air. The only reason they want to come into Canada is because they have the plants and the distributing warehouse for the Canadian trade. Canadian coverage is no good to them otherwise. It is no good to an American broadcaster to advertise goods in Canada that cannot come in under the tariff,—or on which there is a high tariff. For instance, you take the Goodyear Tire Company. I don't think they are on the air at the present time. If you go out west of Toronto, beyond Sunnyside, you will see an enormous plant, employing thousands and thousand of people, the Goodyear Tire Company of Canada. The headquarters of that concern are at Akron, Ohio. If Goodyear Tire wanted to put a program on the air, we would classify the broadcast as a Canadian broadcast even though it originated in the United States. But we are constantly urging on such firms operating in Canada in their own interests, so far as possible to employ Canadian talent. We don't let programs of United States origination go beyond the stations where contracts with the United States networks already exist. Long term contracts were made with five stations in Canada by the American network before we started operations. We can't break those contracts. It would be quite unfair for us to reject a Goodyear Tire program simply because the parent body is at Akron, Ohio. Of course, we do try, as far as possible, to induce Canadian firms to use Canadian programs. Though American broadcasts that come in to CRCT under the N.B.C. arrangement we have absolutely refused to permit them to extend them to stations other than those already contracted with. There was a question came up when you heard something about a Ford broadcast. There was also a question came up on the Hudson Essex. The Hudson Essex was handling a broadcast from Detroit, I think, over our station CRCT; they were anxious to get it on other Canadian stations, and offered to pay us a substantial commission on anything we would place with other stations,

but we said, "No, we are not going to permit any further extension of American networks in Canada." We made a definite sacrifice there, in the interest of keeping the networks in Canada as much under our own control as we could. One reason,—the main reason, of course, that we allow these American programs in Canada at all is the interest of the listener. I am not denying the absolute excellence, as Mr. Hunter pointed out, of many of these American programs. The public want to hear them, and they are interesting to the listeners; but we do not wish to see that system extended whereby all our stations in Canada would be flooded with American programs, to the detriment of Canadian musicians.

*By Mr. Chairman:*

Q. On the top of page 85 here, it says, "Practically all American sponsored programs broadcast on Canadian stations exceed the five per cent limit." What do you say about that?—A. That is absolutely untrue. There was one case that Mr. Asheroft cited, that I will tell you about presently. When I discussed the limitation of advertising content in New York with both the U.S. networks, Mr. Elwood, of the N.B.C., a representative of Mr. Owen D. Young on that body, he said to me, "Mr. Charlesworth, that is the very thing we want." He said their policy was going to be to commence to try and restrict the time demanded by advertising agencies. He said "we can now say, if you want Canadian coverage, you have got to cut down and come within the Canadian Parliament's rules. We have got to bring down advertising in the States or the public will bring it down for us. It has come to be an abuse, and it has been very difficult for us to deal with advertising agencies." They gave me schedules of American programs. They had succeeded already in bringing down the advertising content of a large number, and they have been going on with the process. The Columbia Broadcasting Company balked a good deal about it. They sent a man up to the conference at Ottawa to which we alluded, and we didn't get very far. Finally when it came to relicensing time in connection with the three stations that Columbia were using in Canada, I communicated with New York by long distance phone, to know what they were going to do about it, and said we wanted an answer quick. The Columbia Broadcasting Company had a very distinguished American as its representative at Washington, Mr. Henry Adams Bellows, and within twenty-four hours Mr. Henry Adams Bellows was on his way by train to see us, and dictated in my office a statement almost similar in terms to the letter from Mr. Withycombe I read to you this morning. I said, "Why did you people balk so long"? He said, "Of course, these fellows in New York didn't know as much as I do now. You know, when you were talking to them, Hoover was still in power; but the Roosevelt administration has come in, and I am an old college friend of Roosevelt's and I know him very well. I know that unless we take matters in hand ourselves and reduce advertising, that Roosevelt is going to reduce it for us, so we are very glad to co-operate." And they have done it in the case of many of these American broadcasts. We don't have many troubles with American broadcasts. It is some of the Canadians that object to the regulations of parliament who give us most, Mr. Asheroft did mention the case of a company that sneaked its advertising for a week or two up to 20 per cent. That was Campana's Italian Balm. Our answer to that was to put Campana's Italian Balm off the air. Just at the time that that decision was made, I had to go to Toronto, I think to attend a funeral or something of that sort. The Campana's Italian Balm people's agent in Canada was a man well known to me. He is an old advertiser on "Saturday Night." He said to me, "Do you mean this?" I said, "Absolutely, we mean this." I said, "You go off to-morrow night unless you are prepared to comply with our rules." He said, "There are, certain things we have arranged to advertise, Eatons and

Woolworths etc." I said, "Keep it down to-morrow night and next week see that you are down to within the limit." And they have done so ever since. Of course, we have not got a policeman in every station in Canada, but just as soon as we catch anybody flagrantly trying to defy us, we start something, and the thing is remedied.

*By Mr. Garland:*

Q. Mr. Charlesworth, what have you to say with regard to Mr. Ashcroft's charge down at the bottom of page 82: "A commission witness stated, 'In some stations we make money. Our most profitable venture has been in Toronto. We will show some profit there.' This refers to station CKGW or CRCT. Operating on an 18-hour-a-day schedule, my gross operating expenses averaged about \$12,000 per month. As now operated by the commission, I estimated the gross expenses to be about \$8,000 per month. To offset this, the station probably has a monthly revenue of less than \$3,000, and is undoubtedly showing a loss of over \$5,000 per month"—A. That is absolutely ridiculous. Mr. Ashcroft knows no more about what we are doing than the policeman out in the hall. I may say with regard to what Mr. Ashcroft stated, that our lease of CRCT was backdated to April 1, 1933, when it was leased under Mr. Ashcroft's set-up. We actually took charge about June 1. It took a few weeks to get things readjusted.

*By the Chairman:*

Q. Could we say this, Mr. Charlesworth, that this station instead of operating at a loss, is operating at a profit?—A. Yes, absolutely.

*By Mr. Garland:*

Q. Would it be disclosing a fact that should not be given to the public if we were allowed to know what the profit was?—A. I think Mr. Morand has that in his memoranda.

The CHAIRMAN: We said we would not discuss that.

*By Mr. Garland:*

Q. It was a substantial profit?—A. Yes, a substantial profit. We absorbed a loss. There was a loss of \$40,000 under Mr. Ashcroft's set-up for three months. We absorbed that loss of \$40,000, and on the nine months' operations in addition to our actual profit. If we had been operating on the same basis from April 1, as we did later we would have been more than \$40,000 to the good. In addition to the profit that has been made on that station, we found this station heavily over-manned, and as I say, concealing profits by crediting certain sums to advertising for the use of the name of Gooderham & Worts' whiskey. However, we had not considered the matter of profit in arranging the lease. We decided on what would be a fair rental on the capital value of the plant.

Q. The witness says on page 83, "Nearly 70 per cent of the programs of that station are N.B.C. features, sponsored and sustaining."—A. At night.

Q. "As against about 30 per cent under my regime," what do you know about that?—A. As you know, we have only three or four hours of programs on the air. That station operates in the daytime, and is very much liked by the women of Toronto, and most of those programs come from United States. There are a few at the breakfast hour of Canadian origin, but these women's programs are largely of American origin; that is of concerns that have branch factories in Canada. Because, as I say, the people that have not got that, that are not employing Canadian labour, have no interest in obtaining Canadian coverage. If you go through western Ontario, you will see the vast num-



ber of factories in western Ontario are branch factories. Many of them have come in since 1930. As our network programs do not start until 6.30 in the evening, if we are going to keep that station open we must use programs from other sources. We start the day with the Metropolitan Life broadcast of the "Daily Dozen," a very good broadcast. It is the greatest morning exercise broadcast in the world. That is the start of the day on station CRCT. That can be classified as an American broadcast because it originates in the Metropolitan Life Building in New York, but it is paid for right here in the City of Ottawa, the headquarters in Canada.

*By Mr. Garland:*

Q. At the end of the paragraph dealing with rental of time, he describes station CRCM as just consisting of some old transmitting equipment which remodelled?—A. Well, I would like you to hear Colonel Steel on that point. It is a very good station, and since we got rid of the Mexican interference, it is heard distinctly in Ottawa and it is heard distinctly in Quebec. Mr. Maher tested it out, and it has very fine equipment. I think if the Marconi Company who put in that equipment thought it was worth while, they would like to go after Mr. Ashcroft on that statement; but he is not a person to be taken very seriously.

Q. It is not correct, then?—A. Absolutely incorrect. But Colonel Steel can tell you all about it because he passed the equipment.

*By Mr. McLure:*

Q. There is further reference to advertising; the statement was made here the other day that there was a large amount of "scare" advertising carried on your programs?—A. I don't know what he means by scare advertising. Oh, yes, I think I do know what he means. He means suggestive advertising, that you have kidney trouble for instance. As a matter of fact, that statement was absolutely false. Dr. Heagerty and his staff, under Dr. Woodhouse, work on all patent medicine continuities, and anything in the way of scare stuff just goes out; and if we find there is anything being sneaked on, that broadcast comes right off the air.

*By Mr. Garland:*

Q. It is true that the commission permitted the broadcast of the Crazy Water Crystals program?—A. The Crazy Water Crystal program broadcast in Canada was a program devised at Toronto by Mr. Don. H. Copeland, who has since gone to the west. It was a very clean program. In fact, Dr. Heagerty wrote a letter complimenting Mr. Copeland, commenting on the difference between the Crazy Water Crystals program as handled in Canada, and the one in the United States.

Q. That is not the point, Mr. Charlesworth. Did the commission acquaint itself with the medical properties of Crazy Water Crystals?—A. In a very practical way. I have used Crazy Water Crystal myself, and find them admirable. I had a good dose last Sunday.

*By the Chairman:*

Q. Was this submitted to the department?—A. Yes, everything is.

Q. And it was passed by the Department of National Health?—A. Yes.

Mr. GARLAND: That is the point.

The WITNESS: Yes, everything is.

*By Mr. Ahearn:*

Q. I understood you to say that you got off the air, or got out of the way of the program of Amos and Andy in Toronto?—A. Yes.

Q. Has this firm that sponsors that broadcast a branch established here?—A. Yes, the Pepsodent people.

Q. Are they making in Canada?—A. Oh, yes.

Q. They are?—A. Yes. They could not get into Canada with that unless they were making it here. For some months they had a new commodity that they were not making in Canada—for about eight weeks—and during that period they dropped Bill Hay, who is a Canadian, by the way, but he lives in New York. He handles Amos and Andy. They put on a Toronto broadcast to handle the commodities that were not made in Canada, because it was not worth while to broadcast what Hay was handling just at that juncture. As soon as they were making the article in Canada—it is a new toilet water or something—then they broadcast it in Canada.

Q. It seems to be a good way to attract American industries to Canada, then, is it?—A. Well, I don't know. I think Mr. Bennett claims to have attracted the industries, but we don't—

Q. You must take some credit?—A. We don't do anything to interfere with it.

The CHAIRMAN: Any further question?

*By Mr. Beynon:*

Q. Mr. Charlesworth, the Canadian National Carbon Company is owned, I believe, by the Union Carbide Company of New York?—A. I could not tell you anything about that.

Q. You don't know?—A. They have had a station in Toronto for years. It has always been a very good station though a very small one.

Q. You don't know anything at all about the ownership?—A. I don't know anything about that.

Q. Whether they are Canadian or American?—A. They have got an enormous plant on Davenport road.

Q. I am not interested in that at all. I just wanted to find out if you know anything about their antecedents or financial set-up?—A. No, I could not tell you. Mr. Greig and Mr. McKenzie, the heads are Canadian—Mr. Greig especially, is an old acquaintance of mine.

*By Mr. Ahearn:*

Q. Is the King Edward hotel still connected with the rental?—A. No, we moved out.

Q. They are out of the picture altogether?—A. Yes, they are out of the picture altogether. They were not suitable quarters at all to carry on our business properly.

*By Mr. Beynon:*

Q. You spoke in this committee about this Toronto station CRCT giving you a very substantial profit. In what way is that profit made? I just want to know.—A. It was made by cutting down overhead.

Q. No, I mean what is the revenue from? Where do you get your revenue? What do you do?—A. We get our revenue from advertising.

Q. From advertising?—A. Yes, as it has always been.

Q. I appreciate that. I just wanted to get the fact. What source does that come from? I would like to get sort of an idea of that?—A. Well, Mr. Bushnell perhaps could tell you more than I could. He is in charge of programs. Of

course, we handle, on that station, a great deal of local broadcasting from which I don't think the revenue is very large. For instance, the service clubs in Toronto use that station for their noon broadcasts and other local institutions are at times heard in connection with their work.

Q. Do they pay you?—A. They do mostly, they cover the expense. On Sunday, St. Michael's Cathedral broadcasts from 11 o'clock to 12 o'clock.

Q. There would not be any profit in that either?—A. We don't run anything at a loss; we don't demand an exorbitant profit, but we see to it that there is a small profit.

Q. I wanted to know what kind of program the real profit comes out of?—A. It comes from distinctly different sources; for instance, the Conservative party and the Liberal party both use that station very frequently and they have to pay for political meetings.

Q. Yes?—A. I do not know, but it may have been used in the South Oxford election. I could not tell you that. I do not know whether it got that far.

Mr. AHEARN: It did not work particularly well.

*By the Chairman:*

Q. You have a contract as well with the National Broadcasting Corporation of the United States which brings in revenue?—A. Yes.

*By Mr. Beynon:*

Q. When you put on a sponsored program, you get revenue out of that?—A. Of course.

Q. That is done for both Canadian and American firms?—A. Yes. This winter things have been better, and we have had more Canadian programs. A year ago or two years ago practically no Canadian firms were going on the air very much at all. This past winter there has been quite a revival. Canada Packers have been on the air for the first time, and other concerns.

Q. But the commission did at one time carry a Campbell Soup program, didn't they?—A. Yes.

Q. Do you carry it now?—A. They transferred the Campbell Soup program they had in Toronto over to CFRB, because CFRB had more power, it is a 10,000-watt station, and that additional coverage by CFRB is an advantage at the present time. One reason for doing that was that we had to carry our own programs in the evening, and that has meant that some of the business formerly carried by CRCT has been given over to CFRB.

*By the Chairman:*

Q. Has your taking over of station CRCT been detrimental to the other stations from the standpoint of advertising revenue?—A. It has been helpful to them just in the way I pointed out, because you see we carry a very large number of our own national programs—our network programs. A good deal of the time which was sold by that station for advertising two years ago for these evening hours is not now available. These hours are always saleable for advertising, but we do not devote them entirely to advertising. As a matter of fact the result has been very helpful to station CFRB.

Q. What is the other station you use in Toronto?—A. We use station CKNC, that is a 100-watt station, and a very good one, but it is not in the class with either station CRCT or station CFRB.

Q. Now, I just want to get the position of station CKNC clear; you simply rent time on it?—A. We rent our quarters there from the Canadian National Carbon Company. There is a great big floor—



Q. I am speaking about broadcasting. I want to know about the arrangement for broadcasting over CKNC?—A. We have constant business relations with them and they get a credit, as I understand it, for anything they do for us in the way of giving us time on the air.

Q. And if they carry a program at your instance they are paid or credited with it?—A. Yes.

Q. With the cost of carrying the program?—A. Yes.

Q. That is the only relation which you have with them, and I suppose they do broadcast on their own as well?—A. Oh yes.

Q. And the commission has nothing to do with that?—A. Of course, we keep control over everything.

Q. Aside from just control, I mean you are not interested in their broadcasts commercially any more than you would be in the general control that is exercised over all broadcasting?—A. That is right.

Q. That is what I wanted to get at.

*By Hon. Mr. Cardin:*

Q. Have you any method of checking advertising?—A. Do you mean the content of advertising, and the character?

Q. Yes?—A. Yes, we have had very good cooperation from the Department of Marine and Commander Edwards in that respect. You see, the Department of Marine has maintained for years a staff of inspectors for enforcement matters, and also for the carrying out of regulations in the old days before the commission was set up. These inspectors watch things for us. We get files of reports every day, and when there is any advertising overstepping the mark, they time it. Not every night, but at unexpected moments they listen in with a stop watch and if advertisers are overstepping things seriously, a reminder goes to the station and to the advertising agency that is handling it that sort of thing must stop. If anything objectionable is put on the air in the way of a bawdy joke, or anything of that kind, or if any broadcaster goes haywire on matters of that kind, it is reported in to us almost immediately, and we stop it. There have been one or two broadcasters of a very objectionable type. We have not exactly put them off the air, but we have complained about the character of the work they were doing, and the advertisers themselves have dropped them.

Q. But are these officers of the Department of Marine watching at your request; are these reports that you receive, or are they only complaints made by them?—A. They watch all the time for us. I think they work for us about the same as they used to work for you when you were Minister of Marine.

Q. Yes, but I would like to know if they were requested by the commission to watch that?—A. Oh yes, Commander Edwards is giving us fine cooperation in that way. They watch things very closely indeed. Colonel Steel can tell you more about it, as the reports go into him.

Q. Now, Mr. Charlesworth, according to reports that you have received, am I mistaken when I contend that the program of Mus-kee-kee, for example, on certain stations in Montreal, contains much more advertising than entertainment?—A. I had that up with Mr. Lalonde this week. I wrote Dr. Lanouie who wrote—who had complained to Mr. Gagnon, I think, to get the particulars—I found that the proprietor of Mus-kee-kee had gone down to Montreal for a couple of nights. He went on the air himself and absolutely disregarded regulations. An undertaking reached me yesterday from La Presse, that such a thing would not occur again. It was only a temporary matter. The proprietor thought he could do as he pleased. Some of the Mus-kee-kee programs I regarded as objectionable. I took them in hand some time ago, and they prepared a program absolutely unobjectionable, a clean, nice musical program from Toronto. There we cleaned that matter up. We told them that we had

received serious objections to one or two of their broadcasters, and they have been dropped, I understand. I may say that Mus-kee-kee has been a matter of eternal vigilance, but we have managed to keep them pretty well in hand.

Q. Do you happen to know whether this medicine is Canadian or American?—A. I have never tried it, I do not know.

Q. Is it not manufactured in the United States?—A. I do not think so, but I could not tell you where it is manufactured. They would have to pay a very heavy duty on it to bring it in. Of course, all these matters from a health standpoint come under the control of Dr. Heaggerty and the Department of National Health. Mr. Teevens of the Proprietary Medicine Branch makes tests of all things of this kind. The inspectors of the Department of National Health keep a pretty close check up also, and if they bring anything to my attention I at once take it up over the long distance telephone or telegraph immediately. We do not waste a minute if we find any advertiser, no matter how important, defying regulations.

Q. Did you happen to have any complaint, or presentation made, about the broadcasting or advertising of a certain kind of children's food by a station in Montreal, such advertising doubling practically the time which is given for entertainment particularly in these.—A. I have not had any complaints about it, sir. Of course, there is a type of broadcast that is very interesting to women which goes on in the morning; where the women broadcasters go on the air and give very valuable receipts and say what you can do with "Aunt Jemima's flour" for instance. The housewife listens in to that and frequently there are allusions to diets in which the name might come in. That type of broadcast we find is very popular with the housewives—you see it gives them new ideas as to what to get for dinner, and so on.

Q. Do the regulations allow a station to advertise by the reading of letters from persons who have used some kind of a remedy—a medicine or something like that?—A. We discourage it. I think it is done occasionally. We have immediately drawn the attention of stations to it. Most station managers are pretty good policemen themselves on things like that. They don't want to incur any more black marks against themselves than they can help.

There is another point which perhaps I might just as well bring up now. The Commission would welcome a declaration from this Committee as to what it really thinks about the advertising situation. A reaffirmation of the policy of two years ago would help us a great deal in the enforcement of the law. I may say that our work has been hampered to some extent. When this committee was formed, or was announced last year, and again when it was formed this year, certain interested parties sent word throughout Canada that we were on trial that the Commission might be abolished altogether, and that the stations did not need to obey our regulations. Of course that was absolute nonsense. Therefore an affirmation from this committee of what it believes should be the policy in connection with advertising would be very helpful to us in the future in enforcing the regulations.

Q. So I may take it as a fact that you are so far as possible working on friendly terms with privately owned stations, trying to induce them to change their program instead of forcing them to make changes?—A. Yes, and we have found them willing to do that, because they realize that their continued existence depends on their having the goodwill of the public, and we know that the public does not like objectionable advertising.

Q. Now, Mr. Charlesworth, if I understood you correctly you said that you could not enlarge very much the work of the broadcasting commission, because you had not sufficient funds with which to proceed with the buying of stations and so on; is it the policy of the commission to proceed with a program of nationalizing radio in Canada within a reasonable time, or are you only marking

time?—A. We desire to do so, and one practical step toward nationalization is through leasing. We could not get any capital expenditure with which to buy stations to any extent. We could improve some of our own stations a little. We have improved very greatly the station we bought here from the Canadian National Railway; and we hope to improve the station in British Columbia. But after a careful examination of the Act when we found we were being blocked for outlets we discovered we could lease stations, and over any stations we have leased we have complete control. We have renewal clauses and options to purchase which can be exercised if we get the money in the future. So we are proceeding, and I think we are proceeding rather rapidly in the business of nationalization through the leasing process, in Eastern Canada especially. In the West they have no very large stations except at Winnipeg and Calgary, but in the East we would soon be in a very satisfactory position through the leasing process with regard to assuring outlets for our programs. And, of course, at certain key points to get coverage,—we have very few of them in the East—but at certain key points where we could get good coverage, we hired time on stations to carry national and regional network programs.

Q. Do you not think it would be good policy for the commission to discourage the establishment of new stations in Canada?—A. That is our policy. We had an instance of that the other day.

Q. It is not a fact that a number of new stations have been established and set up by the Commission at outside places where broadcasting stations are required to give service?—A. We have not encouraged any new stations, except at points where they had no coverage before.

*By Mr. Gagnon:*

Q. Such as the new station built at Quebec City, at New Carlisle and Chicoutimi. I do not think Mr. Cardin referred to these which are operated by the commission?—A. They reach a population that never had an outlet before. I think if any of you gentlemen could have sat in here with us four weeks ago when we were dealing with applications for stations for over 100 watts; or sat in with us on Tuesday when we were dealing with scores and scores of applications for stations of smaller power; you would see that our attitude towards starting new stations is distinctly discouraging. And in some cases we have resisted very strong pressure—I do not mean political pressure.

*By Mr. Ahearn:*

Q. Did you get an option to buy this leased station in Toronto?—A. Yes.

Q. That is provided for?—A. Oh yes.

Q. Price and everything?—A. The price would be arranged by arbitration.

Q. You have not a rigid agreed price in the option to buy?—A. We would not have a rigid agreed price at which to buy, because there is a certain amount of depreciation on all radio stations. The depreciation is high.

Q. You were able to build up a very profitable station there, and when it comes to arbitration, that would be taken into account?—A. No, that is where we made the profit; previously the station was running at a loss. No, only the physical assets would be bought.

*By Mr. Garland:*

Q. You are sure of that, it was on the physical replacement value of the station?—A. Oh yes, I see nothing in the act to refute me. I do not think any property exists in the licence any more than it did under an hotel licence in the past. I think the licence is the property of the government.



Q. Yes, but we did not attempt to nationalize the hotels, I might say; I am afraid if you did you would find that the goodwill value of the licence would be an enormous financial burden?

The CHAIRMAN: I think that really is essentially a matter of law.

*By Mr. Beynon:*

Q. It might be a matter of permission?—A. There is nothing in the Act which makes any provision for goodwill. Whatever goodwill there is, for instance, in the station you were speaking about has largely been created by ourselves.

*By Mr. Garland:*

Q. Following Mr. Cardin's question: the policy of the Commission remains, does it, to acquire as soon as possible complete control of national broadcasting facilities in Canada?—A. Yes, on the terms of the Act. I think you will notice from the Act that provision is made for the continuance of the privately owned stations.

Q. Yes, with respect to stations of from 50 to 100 watts?—A. Outside of that our policy, as the Prime Minister said two years ago, would be a gradual process covering a period of years; but our policy is to get as complete control as possible.

Q. And to that end you are creating reserves?—A. We have no reserves of capital at all, because all our money comes out of the Consolidated Revenue Fund.

Q. At this stage no provision is made for the acquisition and constructions of stations?—A. Not in money. What we have is voted by parliament. We have no control of our own funds whatever. We think we should have.

Mr. GAGNON: You are right.

*By Mr. Garland:*

Q. And so far all the funds have been devoted to the improvement of programs?—A. They have been devoted to programs, and to organization, of course, also. You see we have a great many difficult problems to deal with. For instance, we assist privately owned stations with advice in connection with their new equipment, and we have men—Colonel Steel can tell you about the technical work of the Commission. It is in the report. All that costs money, and of course outside of programs we really have not got enough money in the \$1,000,000 grant to do what we would like to with programs. Our main item of expenditure is on wire costs. Wire costs in Canada are tremendously high compared with other countries; Great Britain, for instance. The B.B.C. has practically very little in wire costs at all; but our wire charges, when we take a program from Toronto and send it East to Halifax, and send it out to Bow River, across Northern Ontario—it is high, it is a big item of expenditure.

Q. We have the largest station in Canada in Bow River?—A. Not far away.

Q. It is right in it, right at Strathmore 27 miles from it?—A. Yes, the transmitter is out there.

Q. In view of the declared policy of the Commission, may we take it for granted that the commission would not approve of any steps being taken to reduce their revenues?—A. I do not think we could survive.

*By Mr. Gagnon:*

Q. I see from the provisions of the Act, under Section 5, that you cannot dispose of personal property and so on, without the consent of the governor in council?—A. That is quite true.

Q. Therefore, you cannot take any steps to build, construct or acquire new stations before going to the governor in council to ask for permission?—A. We are absolutely tied up to the governor in council, to some extent unnecessarily so,

I think. Of course the Council is a very busy body and sometimes things that should be done at once have to be delayed until they are reached—and sometimes they are at the bottom of the basket.

Q. Would you desire to have this section of the law amended so as to give you more power?—A. Yes I would; always providing, however, that we do not wish to do anything in defiance of the government. I think it would be more workable if we had a little more freedom. I think our record shows that we have the ability and can be trusted to run things in a very economical way.

*By Mr. Cardin:*

Q. The establishment of new stations, or the taking over of control of certain part of the owned stations, is not a matter that can be accomplished over night?—A. Oh no.

Q. It has got to be discussed long before it is put into practice, and the objection to having an order-in-council passed does not seem to me to be very great?—A. I am not raising objections at all; we would like some machinery by which we could get more speed.

Q. I am much more concerned about the authority which might be given to you to proceed with nationalization as quickly as you could, rather than having a change in the policy of dealing with the money which is collected from listeners. I feel that there is no very great cause for objections to going by orders-in-council in that respect, because the department with all the expenditures that they are making have to go through orders-in-council, even for the money spent which is voted by parliament?—A. I do not want you to misunderstand me, Mr. Cardin; I recognize the necessity for government control; but still I suggest that there might be a little more latitude at times. However, that is a matter for the government to decide.

At the request of the Chairman, Mr. Beynon assumed the Chair.

*By Mr. Cardin:*

Q. In view of the fact that you consider you have not enough money to proceed with the operation of more stations than you are operating now, do you think it would be good practice for the commission to spend a little more money with a view to improving the quality of the programs which are broadcast by the commission?—A. Yes, I do.

Q. That does not mean that I am not satisfied with the progress which has been made. I am quite satisfied and I feel sure, as I always declare, that the programs of the commission are the best; if you increase the value of these programs—and that is always possible—I think you would help in popularizing the commission?—A. That is what we are very anxious to do.

Q. And get a greater amount of support from the public?—A. Yes, that is right. We do feel that with the various other obligations, wire charges and various things, that the sums at our disposal for programs are inadequate.

*By Mr. Wright:*

Q. In view of the statement that has been made I believe on two occasions before this committee, would it in your opinion be practical or feasible to have the commission operate merely as an administrative body and not have anything to do with broadcasting?—A. The objection to that is that it creates a cumbersome machine, and a large overhead. Our administration costs are heavy enough as it is. And then there is always this difficulty that when you get a large body it is difficult to get decisive action. I consider that the set-up of the B.B.C. is very much overloaded in staff. I have gone through it very carefully, and I am satisfied that the people of Canada, especially at the present juncture would not stand for such a top-heavy institution. Then there was the matter

of these advisers, to which reference was made by the young man who was here the other day, to whom they pay very, very large honorariums. Their problems aren't nearly as great as our own. Their problem in Great Britain is a very simple one compared with ours. They are on one zone of time and serve a small highly populated area. They charge a larger licence fee than we do with a much larger population to pay it. Their system is all right for them, no doubt, but it seems to me that the overhead of the B.B.C., considering what they have to do, is huge. I envy them their resources and the simplicity of their problems compared to ours. But until we get on a really substantial basis, I think we should avoid, so far as possible, overloading the institution at the top.

Q. That is hardly what I had reference to?

The ACTING CHAIRMAN: Mr. Buchanan is here. We intended to have Mr. Charlesworth here to-day to deal with the problems that he brought up. He has been waiting here all week now, and what we are on at the moment relates to the general work of the committee. We have Mr. Charlesworth here and we could go on with him at any time.

*By Mr. Wright:*

Q. I did not have reference to Mr. Buchanan or to the B.B.C. at all. This is from letters which have been received, as well as what has been said here. There is a feeling throughout the country amongst certain classes of people that if the Radio Commission would operate under this act, and that Section 9 be deleted entirely, it would serve the purpose.

*By the Acting Chairman:*

Q. Just a moment please. I am saying that this is a matter with which we can deal at any time, but Mr. Buchanan is anxious to get away.

Mr. WRIGHT: That is all right, if you wish to bring Mr. Buchanan on.

The ACTING CHAIRMAN: I do not want to bring Mr. Buchanan on, rather I would like to have Mr. Charlesworth deal with his evidence with respect to the problems in Saskatchewan.

The WITNESS: I would prefer to have Colonel Steel deal with them.

The ACTING CHAIRMAN: It would be understood, Mr. Charlesworth, that you will come back and deal with this matter which Mr. Wright brought up.

The WITNESS: I will be glad to be in attendance at any time you desire.

The Witness retired.

Mr. Morand resumed the chair.

Lt.-Col. W. A. STEEL, called.

*By the Chairman:*

Q. Go ahead, please?—A. Mr. Chairman, I have here a brief in which I have attempted to take Mr. Buchanan's evidence as it appears in the minutes of evidence in the report of proceedings No. 4, and to give an answer from the commission point of view. Mr. Buchanan deals largely with matters which are somewhat technical, also with the question of administration in connection with the organization and operation of our networks, and it is from that point of view that I have attempted to supply an answer to some points raised by Mr. Buchanan. With your permission I would like to read this brief and to submit for your consideration certain evidence which I have here with me.

1. I would like to repeat here the statement I made on March 23rd on page 72 of the Minutes.

Canada, located as it is very close to the United States, is forced to adopt almost identical technical regulations and engineering standards to



those used in the United States. They have some ten times as many stations as we have, and if we do not utilize exactly the same stations in allocating frequencies and in placing stations geographically, our stations are certainly going to be pretty well obliterated, because they are very much smaller on the average. Therefore, we must use exactly the same engineering standards and regulations that they do. That was one of the points covered by the exchange of letters in 1932 between Canada and United States, and it is the principle that has been adopted in drawing up our regulations and in making our frequency assignments to stations.

In this connection certain separation tables have been drawn up, based on engineering principles and practice, and these are the tables used in both countries for distance separation between stations on the same channels or on adjacent channels. I am submitting herewith a copy of this table for your information.

As a result of experience gained during the past ten years, it has been possible to calculate very closely the service area of any station, based on certain well established engineering principles. It has also been possible to check this data in a very large number of cases. It has been found, for example, that the dependable service area of stations of the following powers works out to the figures given below:—

100 watts—radius of 30 miles.

500 watts—radius of 52 miles.

1 K.W.—radius of 63 miles.

5 K.W.—radius of 93 miles.

The service area of a station depends on a large number of factors, all of which are measureable, but the figures given above represent very closely the average values found in North America. The limit of the service area as outlined above is given by the strength of signal required to overcome the average interference and static found in rural areas for at least 90 per cent of the time. It is obviously impossible for anyone to expect to hear a 100 watt station regularly at night outside of an area about 30 miles in radius. Freak conditions will, of course, occur at times but we must use the average values in assigning power to stations and in allocating channels in various parts of the country. When the above separation tables are used there will be no objectionable interference within the service area of the station during 90 per cent of the time.

These figures are common engineering knowledge, and are used both by the Federal Radio Commission in United States and by the C.R.C. in Canada.

It might be advisable to refer now to the Exchange of Notes between Canada and United States. In these notes there was assigned to Saskatchewan one clear channel, namely, 540 kilocycles. Subsequent to that date, in discussion with the Federal Radio Commission, the following shared channels were allocated to this district: 630, 1,010, 1,200, 1,210 and 1,230 kilocycles. These channels were assigned, taking into consideration both the power and the geographical separation as laid down in the separation tables already mentioned.

I have just given this statement as a very short explanation of the engineering principles underlying this whole problem, in order to explain some of the reasons for certain actions taken by the Commission. Now I shall refer to Mr. Buchanan's evidence.

2. On page 89 and again on pages 117 and 118, Mr. Buchanan asks that there should be separate stations of fairly high power in each of the main centres of Saskatchewan rather than one large station centrally located to serve the area. This is essentially the situation now existing. In view of the engineering principles that have just been laid down, it should be quite satisfactory for the Commission to put each of these stations on a channel that will serve its own.

individual area, but it cannot be expected that each one of these stations will be heard in all parts of the province. This would necessitate clear channels for each station and they do not exist in Canada.

3. On page 90, Mr. Buchanan states that 540 kilocycles is outside of the broadcast band. This is in error. The broadcast band now extends from 540 to 1,600 kilocycles in North America. There is, however, an international agreement that 540 will only be used by stations at least 1,300 miles from the seacoast. This limits its use in United States but not in Canada. In 1930 the Marine Department registered this channel at the International Bureau at Berne, and since that date it has been considered by set designers in Canada as being within the broadcast band. The statement made by the engineering committee of the Canadian Radio Manufacturers' Association is that practically all sets manufactured within the last five years will tune satisfactorily to this frequency. In so far as coverage is concerned, 540 kilocycles is the best channel Canada possesses. It was used previously in Windsor but was moved west in view of the above international agreement. Windsor was very loath to lose this channel because of the excellent results which were obtained while using it. The General Motors Company have furnished the following information to the Commission with regard to the fan mail which they received from Saskatchewan stations during the past winter: —

CFQC, Saskatoon, 1,087 letters

CHWC, Regina, 666 letters

CJRM, Moose Jaw, 2,100 letters

Only six stations have given larger mail returns than CJRM. One of these is in Calgary, one in Winnipeg, and the remaining four are in the two principal metropolitan centres of eastern Canada.

4. At this point I would like to make a correction in my own evidence given on page 71. Here I made the statement that Bismarck had increased its power fivefold within the past seven months. This information was based upon a report which I had, which stated that the change in power occurred in November, 1933. I have since been informed in writing by the Federal Radio Commission at Washington that the date was an error and should read November, 1930. I wish to apologize for having misled the committee in this regard.

When the Commission took over in January, 1933, the following private commercial stations were in operation in Saskatchewan:—

CJGX, Yorkton—630 kilocycles, 500 watts

CJRW, Fleming—665 kilocycles, 500 watts

CJRM, Moose Jaw—665 kilocycles, 500 watts

CFQC, Saskatoon—910 kilocycles, 500 watts

CKCK, Regina—960 kilocycles, 500 watts

CHWC, Regina—960 kilocycles, 500 watts

The two stations in Moose Jaw and Fleming, and the two stations in Regina were sharing time during the day on their channels.

On April 1st, when the Commission undertook to put the agreement between Canada and United States into operation, the following lineup went into effect:—

CJGX, Yorkton—630 kilocycles, 500 watts

CJRW, Fleming—880 kilocycles, 500 watts

CJRM, Moose Jaw—880 kilocycles, 500 watts

CFQC, Saskatoon—890 kilocycles, 500 watts

CKCK, Regina—1010 kilocycles, 500 watts

CHWC, Regina—1010 kilocycles, 500 watts

CHAB, Moose Jaw—1200 kilocycles, 25 watts

This was not quite in line with the international agreement due to the fact that the situation regarding shared channels had not at that date been definitely cleared up. During the early part of June, 1933, complaints were received from the Federal Radio Commission and from listeners in the west with regard to interference between 880 and 890 kilocycles, although in accordance with the separation tables there should not have been any difficulty as the distance between Regina and Saskatoon is in accordance with the tables. We then attempted to clear up the trouble by putting Saskatoon on 540 kilocycles and Regina on 1010 kilocycles. This eliminated the interference between these stations, but Saskatoon objected to 540 kilocycles as they said there were a large number of battery operated sets in the area which had been built some eight or ten years ago. The writer was at that time in Mexico City, and I discussed this entire situation in detail with the representatives of the Federal Radio Commission and obtained the allotment of shared channels given above. These were the best channels obtainable, taking into consideration our own situation in Canada and the situation in United States immediately south of the Saskatchewan border. When the new licences were issued in October, 1933, Saskatoon was shifted to 1230 kilocycles.

In September, 1933, Messrs. James Richardson and Sons approached the Commission for permission to dismantle their Fleming station and move the transmitter to Moose Jaw. Permission was given on the understanding that the transmitter, which had a power of one kilowatt, would be located outside the town, in accordance with rule 13 of the Commission. It was understood that the station would remain as a Moose Jaw station, although the location of the transmitter would be outside of any residential area. The site at Belleplaine was approved by the Commission before the station was moved.

I would like to introduce two quotations from a letter just received from the Federal Radio Commission.

We have recently received quite a bit of information about complaints caused by interference between stations KFYZ, Bismarck, North Dakota, and CJRM. The monitoring station at Grand Island, Nebraska, reports as follows:—

In the meantime we have carefully monitored both 540 and 550 kilocycle channels and while we cannot bring in CJRM at this time sufficiently strong for identification, there is a carrier on that frequency believed to be CJRM and which measures within 50 cycles of 540. The KFYZ frequency is also within tolerance.

Consequently, the station is not varying in frequency and there should be no overlapping from that source.

These two stations are sufficiently separated that there should be no interference to the good service area of either station, day or night. The complaints are probably due to the fact that listeners in Canada are attempting to listen to signals which are below those which we consider as suitable for satisfactory reception. The only cure for this type of interference is an increase in power of the station which is being interfered with. The Commission (F.R.C.) does not contemplate any increase in power of KFYZ, since it operates on a regional frequency with maximum power for that class of station. I assume that the C.R.C. will increase the power of CJRM at some time in the future, since this was contemplated by the Exchange of Notes.

I would like to indicate briefly the situation with regard to power changes at Station CHAB. In January, 1933, when the Commission came into being, station 10AB, as it was then called, was an amateur broadcasting station



licensed for 25 watts output power. In March of the same year Mr. Beynon approached the Commission and requested that they be given a commercial licence on their same power and frequency. This change was approved by the Commission and the licence issued in April, 1933. Shortly after this while discussions were in progress between Mr. Beynon and the Commission regarding a proposed increase to 100 watts, we received a letter from Mr. Wickens, the first paragraph of which reads as follows:—

Dear Mr. CHARLESWORTH,—I thought one of my earlier letters made it clear to you that 10AB was actually using some 200 watts, so that an increase of our official power to 100 watts is an actual reduction of our actual power by 50 per cent.

This was the first intimation that the Commission had that station 10AB had for some time previously not been living up to their licensed power. We investigated the situation after the receipt of this letter and found that this station had, as a matter of fact, been operating with very much more power than their licence permitted. This will perhaps explain a letter which was received by the Marine Department, dated July 18. This letter was signed by Mr. Buchanan and reads as follows:—

Dear SIR,—I have before me your letter of the 15th instant enclosing a commercial licence for this station with a power limited to 25 watts.

I am returning this licence herewith, as it is entirely unacceptable to us. Our application was for 400 watts, and you will realize that a power of 25 watts only for a commercial station is an absolute absurdity, especially as we are situated here.

This was the first actual application for an increase in power ever received in writing from the Moose Jaw Radio Association. During Mr. Beynon's previous visits to the Commission the matter had been discussed, but no actual application had ever been made. On October 3 we wired station CHAB that we were prepared to grant them 100 watts on their present channel when the new licences were issued on November 1. On October 6 they replied as follows:—

We appreciate very much your wire No. 734 of October 3rd that you are prepared to grant us 100 watt power full time on present channel when new licences are issued November 1st. We are pleased to accept this, and are taking steps to order a new transmitter, probably Northern Electric, to comply with Commission regulations.

On November 1 a commercial licence for 100 watts was issued to this station.

On page 91 Mr. Buchanan criticizes the Commission network arrangement in Saskatchewan. I think it would be advisable at this point to make a statement with regard to the way in which the networks in Canada have been planned and put into operation. In April, 1933, when we began planning for the distribution of programs throughout Canada, it was at once obvious that the Commission would have to enter into an agreement with certain private stations in order to obtain the necessary coverage throughout Canada. It was also obvious from the amount of money available that we could not undertake to pay all stations in Canada, and we therefore made a very careful survey in order to determine the stations which would give the best coverage with the available funds. Our plan was to purchase a limited amount of time daily on these basic or key stations, but to leave time suitably disposed so that the stations could take on commercial or sponsored programs when such were available. For this reason, the three hours, purchased by the Commission were distributed throughout the evening, leaving gaps at suitable intervals for this purpose. I am attaching herewith a copy of our program time schedule showing the way

in which this was carried out in all time zones in Canada. You will note that in Saskatchewan we left open 6.30 to 7.00 p.m., 8.00 to 8.30 p.m., and 9.30 to 10.00 p.m. local time. Insofar as the other stations were concerned, we offered them the programs if they cared to take them to fill out their own schedules, but there was no obligation on their part to take the programs nor on the part of the Commission to pay for any time that might be used. After a month or so of operating along this line, the Commission was deluged with complaints from all over Canada that there was nothing to be heard from Canadian stations except Commission programs, and with demands that we should not have more than one station in each area carrying Commission programs at the same time. As a result of this our policy was changed late in the summer of 1933, and our programs were fed in such a way as to ensure that no two stations in the same locality would be carrying Commission programs at the same time. When this ruling went into effect it was natural that we should select the largest station in each location, in order to obtain the best coverage and therefore give the best service to the listening public. This forced us to make very definite changes in Vancouver, Calgary, Moose Jaw, Toronto, Hamilton and certain other places.

In Saskatchewan we selected at first two areas for key or basic stations—Regina and Saskatoon. In Saskatoon there was only one station to consider. This, it was hoped, would serve the northern part of the province. In Regina we were forced to consider CHWC and CKCK together, as they were sharing time on the channel and therefore were to all intents and purposes a single station. As the time was divided up, our programs were carried by whichever station was on the air at that time. The payment made was divided equally between the two stations.

6. On page 91 Mr. Buchanan also makes the statement that not 10 per cent of the radio listening public tune in on Commission programs. In this connection I would like to introduce a report submitted to us by the Saskatoon Board of Trade. During the past winter they sent out a questionnaire to 65 different representative points in the province. The summary of the answers received makes very interesting reading. The questions and answers are as follows:—

Do you like Canadian Radio Commission programs? .....	37 said yes, 12 said no.
Do you spend more time with Canadian stations now than you did before the Commission functioned?.....	35 said yes, 13 said no.
Do you listen to CFQC for morning programs? .....	20 said yes, 29 said no.
Do you listen to CFQC for evening programs? .....	35 said no, 13 said yes.
What prairie station do you prefer to listen to? .....	27 said CJRM, 14 said CFQC, 2 said Calgary, 7 said Yorkton, 1 said Regina and 1 said Prince Albert.
What was your favourite prairie station previous to the recent change of wavelength? .....	17 said CJRM, 33 said CFQC, 1 said Calgary, 1 said Regina, 1 said Yorkton and 1 said Prince Albert.

The other questions dealt mostly with local programs. It is evident that Belleplaine can be heard in a large number of places in Saskatchewan and that it is at least more popular than any other station. This information fits in very well with the data submitted by the General Motors Company.

7. On page 114 Mr. Buchanan outlined from his point of view the history of the discussions that took place between CHAB and the Commission. I wish to introduce at this point a letter which was written by the Commission on November 21 for the information of the Prime Minister. The letter is addressed to Mr. Finlayson, the Prime Minister's secretary. The latter part of the letter gives a short statement with regard to the situation in Regina in answer to certain questions which had been asked in a letter from Mr. Turnbull, the Member for Regina. This letter very clearly outlines the Commission's position.

The letter is as follows:

OTTAWA, November 21, 1933.

Dear Mr. Finlayson,

In order to clear up this question with regard to the Moose Jaw Amateur Radio Association station, perhaps I had better give you a very short history of the entire case.

Up to January, 1933, the Moose Jaw Amateur Radio Association held an amateur broadcasting licence for a 25-watt station. This did not give them the right to take commercial advertising, and the entire organization was financed by the members of the club.

In March of this year, Mr. Beynon approached the Commission with a request that this station be allowed to take out a commercial licence, using its existing channel and with no increase in power. The necessary authority was given with the renewal of the station licence on April 1. Immediately following this action by the Commission, we received a request, again through Mr. Beynon, that the station be allowed to increase its power to 400 watts. This request was refused, as the Commission had no channel upon which that amount of power could be used in that area.

The Commission made some inquiries with regard to this station, and we found out that while they had only been issued with a licence for 25 watts, they had actually been using over 200 watts for a considerable period of time.

During Mr. Charlesworth's visit to the west this summer, the Moose Jaw authorities pointed out to him that they were attempting to combine their station with the local station owned by Messrs. James Richardson and Sons, and they hoped in this way to be able to finance their operations to the mutual advantage of both parties. When the relicensing period approached in September, we still had no definite information regarding this matter, so the Commission undertook to approach James Richardson in order to find out just how the matter stood. Messrs. James Richardson and Sons told us that they had no intention of combining the two stations in Moose Jaw. Upon receiving this information, we again approached the Moose Jaw Club, and they applied to us at that time for a commercial licence with 100 watts power. This was granted by the Commission, and the necessary licence issued on November 1, 1933. The Radio Club signified to the Commission in writing that they were perfectly satisfied with this solution of their difficulties.

We had, however, received one additional request from the Moose Jaw Club, namely, that the Commission should make them the basic station for the Moose Jaw area, and that they alone should be allowed to carry Commission programs and to originate Commission features coming from Moose Jaw. It has been the policy of the Commission in every city in Canada to make the high power station in the area its basic station, and to use the studios of this station when suitable for the origination of Commission features. In the case of Moose Jaw, the James Richardson station already in operation at that point, was a 500-watt



transmitter and their studios were much superior to the one small room used by the Club for its programs.

We therefore pointed out to the Association that, in line with our policy in every other city in Canada, it would be necessary for us to use the larger station for our programs.

On April 1, 1933, Privy Council approved the Rules and Regulations of the Canadian Radio Broadcasting Commission, applying to all broadcasting stations in Canada. In these regulations we laid down certain technical standards for transmitters and studios. These regulations were designed to improve the quality of broadcasting in Canada, and to make it possible for this country to carry on its service in a manner similar to the service being given in United States, without having any direct interference between the two countries. In these regulations we allowed a period of six months for stations to make the necessary alterations. During the summer all stations in Canada were approached with regard to the steps they were taking to meet the Commission's technical requirements. Of some 50 odd stations in Canada, there were only four who found it impossible to meet our requirements, and these were reduced in power to 50 watts and allowed to operate under rule 107, which exempted stations of 50 watts and below from the main technical requirements of the regulations.

The Moose Jaw Association, both during a personal interview with their secretary and in writing, agreed to meet the Commission's regulations and to install the necessary apparatus before November 1 of this year.

Let me turn now for a moment to the James Richardson situation in Moose Jaw, as covered by Mr. Turnbull's letter of November 15. I propose to do this by taking up the six points in the memorandum attached to Mr. Turnbull's letter.

(1) The south Saskatchewan district has, up to date, been served by three so-called 500-watt stations, in addition to the station of the Moose Jaw Club. These consist of James Richardson's station, Moose Jaw, and two stations in Regina. These stations are all out of date and cannot give the service which is normally given to-day by a modern 100-watt plant. The service in southern Saskatchewan has been so bad that we have had repeated requests from that area for assistance. This is borne out by my previous statement that the Moose Jaw Club felt that they required 400 watts in a modern transmitter to satisfactorily serve the district.

(2) The stations in Regina, to my definite knowledge, have never officially applied for any increase in power until after James Richardson and Sons had requested authority to move their Fleming station to the neighbourhood of Moose Jaw. In fact, we have had numerous letters from these two stations, pointing out the financial impossibility for them to give any more service than they are now giving, and it was with considerable reluctance that they agreed to bring their present transmitters up to the standard of the Commission regulations.

(3) I cannot comment on this statement, but I would point out that it is not a new station and that James Richardson propose to use their presently existing Moose Jaw studio.

(4) The northern part of the province of Saskatchewan is much better served than is the southern part. There are two 500-watt stations, one in Saskatoon and one in Yorkton, and a 100-watt transmitter in Prince Albert. In addition to this, the northern part of the province receives a good service from Edmonton.

(5) Again I might point out that this is not a new station, and it has been in operation in Moose Jaw for over six years. The statement made in the memorandum with regard to grain information is true of all stations in Saskatchewan. These stations are all on the Dawson Richardson grain exchange chain and carry reports and prices throughout the entire grain exchange day. Our understanding is that this information broadcast is completely over by 3 p.m. local time. We have been repeatedly told that this grain information service is of inestimable value to western farmers. The Dawson Richardson Company have for some months been attempting to obtain a licence for a 5000-watt station in this area to extend this grain information service.

(6) We have been repeatedly told during the past six months that the two Regina stations intend to merge. The newspaper station is finding it very much easier to finance its operations than does the station owned by Messrs. Williams and Son. I am told that a financial basis for such a merger has been arrived at, and we expect to be told of the cancellation of station CHWC at any time.

The history of the James Richardson move is as follows. James Richardson and Sons have for a period of about six years owned two stations, a one kilowatt set at Fleming and a 500-watt set at Moose Jaw, both operating on the same channel. As I have already explained, the Moose Jaw Club attempted to merge with the James Richardson station in Moose Jaw but without success. In September of this year, James Richardson approached the commission with the request that he be allowed to consolidate his two western stations and to use one station on the existing channel. He proposed to close the Fleming station and to move that transmitter to Moose Jaw. At this time the Commission had been having some trouble with the United States, due to the use of 880 kilocycles by the James Richardson stations in Saskatchewan. This channel is not covered by the international agreement, and these stations were causing trouble in the United States. We told James Richardson and Sons that we would approve the closing of the Fleming station and the moving of that transmitter to Moose Jaw, provided they would use the channel of 540 kilocycles, thus clearing all interference between Canada and United States as well as the interference between Moose Jaw and Saskatoon, and further that this station should be placed well out of the residential area of Moose Jaw, as called for by the regulations.

All these requirements were agreed to by James Richardson and Sons, and the present situation in the west is infinitely better from the point of view of the listener than it has ever been in the past. The Moose Jaw and southern Saskatchewan area is served without in any way affecting the service previously given in the northern part of the province. In addition to this, we have cleared up all of the interference between Canadian stations and have at the same time satisfied the requirements of the United States-Canada agreement, and have eliminated the interference being experienced by stations in Dakota and Montana.

I am sorry that I have had to make this such a long drawn out memorandum, but I feel that you should understand the situation exactly as it has been dealt with by the Commission.

Yours very sincerely,

W. ARTHUR STEEL.

8. On page 115 Mr. Buchanan states that their studio equipment is very much superior to that used by Messrs. James Richardson and Sons in their Moose Jaw station. I wish to submit here a comparison of the studios and studio equipment of the two stations. This information has been taken from questionnaires filled in and submitted to the Commission. It will be noted that CJRM has very much larger studios and the acoustical properties are much better than those of the small rooms used by station CHAB. In so far as the speech input equipment and microphones are concerned there is no essential difference. We have been repeatedly informed by artists performing in the two studios that they preferred those of CJRM because of their large area and better acoustical properties.

I will file this comparison taken from information supplied individually by the two stations.

9. On page 115 Mr. Buchanan refers to the use of records after 5.30 p.m. Rule 97 of the Rules and Regulations approved by Privy Council on April 1, 1933, reads as follows:—

The use of recorded programs, whether by phonograph or gramophone records or so-called electrical transcriptions, shall be confined to such hours and subject to such restrictions as may be defined for each station upon written application to the Commission.

The rule which the Commission has adopted generally throughout Canada is that there should be no continuous recorded programs after 5 p.m., and this rule applies to all areas and stations in Canada, including those in Saskatchewan. However, we do allow the use of records or transcriptions for short fill-ins between live programs or for effects in connection with live programs. You will note that the rule calls for written application to the Commission. However, it was only on March 3, 1934, that we received such an application from station CHAB. In this application they asked for permission to use records at any time during the day or night. This letter was answered on March 26, in which we allowed them the use of records from 7.30 a.m. to 5.30 p.m.

The Commission has been very much handicapped due to the fact that we have no inspectors of our own throughout the country to report on programs or operation of stations generally. However, we have now organized the inspectors of the Department of Marine, and this enables us to keep a somewhat better check than was possible during the first half of 1933.

10. On the bottom of page 115 Mr. Buchanan takes exception to the statement made by the Chairman, as quoted in the second last paragraph on this page.

Station CHAB has been treated in exactly the same way that all small stations in Canada have been treated. The trouble is that CHAB wanted the Commission to provide all their evening programs and to pay them enough for this broadcasting to carry all their station operation and staff expenses. In support of this, I wish to read certain quotations from letters received from Mr. Buchanan.

On September 2 Mr. Buchanan addressed a letter to the Vice-Chairman of the Commission, in which he outlined the situation in Moose Jaw and their demands on the Commission. Quoting in part from this letter, Mr. Buchanan says:—

Our object is to give continuous good broadcasting to the city of Moose Jaw and Saskatchewan, working in co-operation with the Commission from a station owned and controlled by the citizens of Moose Jaw and district. We submit therefore that, while ordinarily there would not appear to be warrant for two stations operating in Moose Jaw with one on full time, under the particular circumstances existing here there is every



warrant, and our activities should not be permitted to be interfered with by James Richardson and Sons Limited, especially as they already have two radio stations erected for the purpose of broadcasting their grain prices.

And a little later on:—

In view of the above considerations, and others which have been brought to the attention of the Commission in previous submissions and correspondence, we respectfully request the Commission (a) to designate us the basic Commission station in Moose Jaw and remunerate us accordingly on the basis of 400 watts power; (b) to originate from the city of Moose Jaw at least one half hour of national chain broadcasting and one hour of regional chain broadcasting each week and (c) in view of the general depression and crop conditions especially obtaining in Moose Jaw and district, with the resultant impoverishment of our citizens and business men, that if possible the Commission remunerate us for services already rendered in order to assist us in paying some of our debts and purchasing new equipment.

I would ask you to note that they ask to be paid as a 400 watt station although their application and licence was only for 100 watts.

11. At the bottom of page 116 Mr. Buchanan complains that there is no choice of Canadian programs in Saskatchewan. All through his evidence he has been stressing the fact that they are the only station providing alternative programs, yet he wants the Commission to furnish him with the same programs that the other stations are carrying. This would effectively guarantee that there would be no choice of programs in his area. The witness is not very consistent.

12. On page 117 Mr. Buchanan complains that the station in Prince Albert has decreased the service area of his own station. I would again point out that a 100 watt station cannot satisfactorily serve the Prince Albert area from Moose Jaw, a distance of 190 miles. No advertiser in Canada would think of hiring a 100 watt station 190 miles away in order to carry advertising into Prince Albert. I would again refer to the information which I have already given with regard to the coverage of broadcasting stations. These are the figures used by advertisers in setting the rates for different stations. If there is any interference between the stations in Prince Albert and Moose Jaw, the fault must lie with station CHAB, who have not brought their transmitter up to the standard required by the regulations. The Prince Albert station has installed the very latest type of transmitter and meets all of the Commission regulations.

13. On the same page Mr. Buchanan states that the operating charges of a 1000 and a 100-watt station are not greatly different. For your information I would quote the following figures, taken from actual commercial stations now operating in Canada.

Total operating charges for 100-watt station... ..\$ 6,900 00

Total operating charges for 1000-watt station... .. 9,950 00

This shows a difference of \$3,050, or 44.2 per cent.

14. On the top of page 118 the statement is again made that each of the centres in Saskatchewan should have a 1000-watt station for their local coverage. In this connection I would like to point out that there are no channels available to give each of the Saskatchewan stations a power of 1,000 watts. The only two channels in use in Saskatchewan upon which more than 500 watts can be placed without breaking the international agreement are the 540-kilocycle channel

upon which unlimited power can be placed, and the channel of 1,230 kilocycles, upon which 1,000 watts could be placed.

15. On page 119 Mr. Buchanan refers to the quality of the studio equipment of the two stations. The Rules and Regulations of the Commission do not lay down any standard for studio apparatus. We would like to be in a position to do this, but felt that it would be too drastic a move under present economic conditions. We have tried to persuade stations to put in first class equipment in their studios. Our technical regulations merely cover the two factors which affect international agreements, namely frequency stability and distortion. As I have already stated, we do not consider that there is any essential difference between the studio equipment of the two Moose Jaw stations.

16. On page 120 Mr. Buchanan makes a statement which I consider to be a deliberate reflection on Mr. McLaughlin, the radio engineer for Messrs. James Richardson and Sons Limited. It is true that Mr. McLaughlin was in Regina during the time I was there, but he had no idea that I had any intention of making any tests, nor did I tell him afterwards that these tests had been made. I can assure Mr. Buchanan that I checked the frequencies of both stations when I made the tests and found that they were as they should be, namely, at 540 and 550 kilocycles. I would also again refer you to the statement of the Federal Radio Commission at Washington, in which they state that they have not been able to find this station off its channel by as much as 50 cycles. I would also like to state that station CJRM cannot increase its modulation to the point where frequency modulation would cause trouble on a clear channel such as they occupy.

I would also like to call your attention to the fact that the report by the Federal Radio Commission definitely disposes of the statement also made on page 120 that this station is frequently off its channel as far as 535 kilocycles.

On the same page Mr. Buchanan also states that normally you would not be able to tune Bismarck out. In this connection I would like to quote from a letter received by the Commission from Mr. Buchanan dated October 18, 1933:—

I enclose herewith clippings from last night's *Times* and this morning's *Regina Leader*, which will be self-explanatory. The editor of the *Moose Jaw Times* has always been very fair to the Commission, but he is up in the air now chiefly owing to the fact that he is unable to get his Damrosch programs and the Rugby finals. On my own set and on Mr. Jacobson's we can generally get KFYR with just a slight undertone from CJRM, but very many of the sets, however, are not so fine tuning . . . . A great deal of the agitation, however, is being fomented by interests opposed to the Commission, and those of us who have been endeavouring to popularize the Commission out here would be glad if there was some way of giving publicity to the other side of the story.

This would appear to bear out the statement made by the writer that he had no difficulty in separating the two stations while in Regina.

17. At the bottom of page 120 Mr. Buchanan states that station CJRM is not equipped with the necessary measuring equipment. This is incorrect. The frequency monitor and modulation meter were installed at the time the station was moved to Belleplaine and have been in operation ever since.

At this point I would just like to point out that nowhere in the Rules and Regulations approved by Privy Council is crystal control of transmitters specifically mentioned. We simply state that stations must maintain their frequency within plus or minus 50 cycles of their assigned channel. The rule reads as follows:—

Each broadcast station shall be so operated that the frequency is maintained between the limits of 50 cycles per second above to 50 cycles per second below the assigned frequency.

Rule 103 the only other rule that mentions frequency control merely states the date upon which this control becomes effective for stations already in operation. I would like to state, however, that the simplest and most satisfactory method of obtaining this control is by means of crystal control in the transmitter.

18. On page 127 Mr. Buchanan raises the question of the Sunday afternoon programs. Our office record here showed that not only our evening programs but also our Sunday programs were being fed to station CJRM. After hearing from CHAB I got in touch with Messrs. James Richardson and Sons at Winnipeg, and was informed that they were carrying this program. Upon receipt of this information I replied to station CHAB. As I have stated several times before, we have no local inspectors or staff to check up on the schedules of the individual stations, and in this respect we are greatly handicapped. Had we known the true situation we would have been pleased to give the program to CHAB. By the time the full story came out it was too late as CJRM was actually handling this program.

19. Toward the bottom of page 129 Mr. Buchanan raises the question of the basic station, and states that the Commission unofficially offered to make CHAB the basic station if he would install new equipment and take over broadcasting from Messrs. James Richardson and Sons. This statement was not made by the Commission to station CHAB, but by station CHAB to the Commission. The first instance in which the request for basic station privileges was made to the Commission was in Mr. Buchanan's letter of September 2nd, 1933, directed to the Vice-Chairman. This letter has already been quoted in detail. During the latter part of September, Mr. Buchanan was in Ottawa and the whole matter was discussed with the Commission. We pointed out at the time the difficulties in assigning a basic station to Moose Jaw. On October 2nd we received a telegram applying for 100 watts power and repeating the request for basic station assignment. On October 3rd we wired to CHAB, stating that we were prepared to grant them the power they required on their present channel, and pointing out that Richardson had refused to accept the offer made by station CHAB. We also pointed out that the question of the basic station in Moose Jaw could not be settled at that time. Mr. Buchanan acknowledged this telegram on October 6th, making the following statement:—

We appreciate the Commission's position in the matter of deciding on who will be the basic station in Moose Jaw, but hope a decision will be made at the earliest possible moment. As Colonel Steel very properly intimated, there is no room, under ordinary circumstances, for two stations in Moose Jaw.

On November 2nd the Commission wrote to station CHAB, stating that their commercial licence for 100 watts had been granted, and making the following declaration with regard to the basic station for Moose Jaw:—

The Commission has also considered the question of the basic station to be used in the Moose Jaw area. In conformity with our policy in all other centres in Canada, we are furnishing our programs to one station only in a given area, and this station is the highest power station available to the Commission. In this way we are in a position to serve the largest number of listeners. For this reason it is not possible for the Commission to consider your station as the basic station for the Moose Jaw area.

20. On the bottom of page 129 Mr. Buchanan admits that the station "danced around quite a bit." With this the Commission heartily agree, and we found it extremely difficult to know what the station actually wished at any particular time. Let me point out a few of the things that happened in chronological order.



In January, 1933, Mr. Buchanan in a personal letter to the Chairman stated that they were considering applying for a commercial licence of 500 watts.

In March of the same year Mr. Beynon personally approached the Commission and arranged for a commercial licence to be issued utilizing their then present power of 25 watts. This change was made effective April 1.

*By Mr. Beynon:*

Q. Just a moment. It would only be fair to state there that you stated to me that you could not increase their power?—A. Yes.

Q. Your statement infers that 25-watts was decided upon?—A. Yes.

Q. My statement to you was that we wanted 500-watt power?—A. Yes. That is quite true; but you agreed to accept 25-watts.

Q. Because you said we could not have anything else?—A. I think I made that clear.

Q. That was not the impression given from your statement there?—A. I made the statement in the first part.

In June, during the Chairman's visit to Moose Jaw, a petition was presented in which a large number of signers requested that the two Moose Jaw stations should be placed on the same wave length with sufficient power, 400 watts at least, to cover the southwest section of Saskatchewan. This proposal was discussed in detail by station CHAB with the Chairman. In their address to the Chairman, dated June 30, they make the following statement:—

We formally ask the Commission, therefore, to place the two stations in Moose Jaw on the same wave length, now occupied by radio station 10AB, or a wave length near thereto. This would have the effect of solving the problem of interference so far as Moose Jaw and southwestern Saskatchewan is concerned.

On September 2 Mr. Buchanan wrote to the Vice-Chairman, as I have already quoted, asking that their station should be allowed to carry on separately from Messrs. James Richardsons' station. Their statement is as follows:—

As there is presently a second commercial station in the city of Moose Jaw, we must of necessity mention them in connection with our submissions, but in doing so we want to make it clear that we have no criticism to offer of Messrs. James Richardson and Sons Limited, and it is our desire to mind strictly our own business and not interfere with their activities.

During the latter part of September Mr. Buchanan was in Ottawa and we referred to this question during our discussion. We asked him what was to happen to the petition requesting that both stations should be on the same channel. Mr. Buchanan said that we did not need to worry about that, as the Association had changed its mind, and he intimated to us that no very great amount of weight need be placed in the statements made in the petition.

On October 2 Mr. Buchanan applied for 100 watts. We stated we were prepared to approve this, and it was duly approved and the licence issued on November 1.

On October 23 the Moose Jaw Radio Association held a meeting and organized a joint stock company along community lines, asking for the necessary permission for the transfer of the licence. This permission was given.

On November 7 station CHAB wrote us that they were going off the air, which they apparently did on November 11.

On December 17 they returned to the air again, and apparently have been carrying on ever since.

On the other hand, the Commission has maintained the same position throughout the entire discussion, namely, that we could not appoint this station

as the basic station for the area in view of the fact that it was essential that we should have the highest power station to carry our programs in order to ensure the necessary coverage.

20A. On page 130 Mr. Buchanan states that they were prepared to finance at least a 500-watt station. The letters which I have already quoted would indicate very clearly that the only financing which they were in a position to do was through the Commission. Mr. Buchanan has stated in all his letters that he must have two things, first, payment for all the work and all the programs they have carried to date, and, second, payment on the basis of a Commission basic station with an output of at least 400 watts. This would mean at the present rates paid by the Commission about \$6,000 per year, in addition to whatever they might feel they were entitled to for the programs they have handled in the past. This total would be sufficient to purchase and operate a 100-watt station.

21. On page 130, in answer to Mr. Garland, the witness stated that he did not understand the reason for the Commission's action. I think the Commission's action has been pretty clearly stated in my previous evidence. However, I will repeat it here. The reason was that we only took the largest station in each locality. It was merely coverage we were after. The other stations were left to give sufficient alternative programs to meet the public demand.

Apparently Mr. Buchanan did appreciate the position of the Commission, because he makes this statement in the latter part of his letter dated October 6:—

As Colonel Steel very properly intimated, there is no room under ordinary circumstances for two stations in Moose Jaw. As a citizen's organization, however, we feel we owe a duty to the people of Moose Jaw, the Province of Saskatchewan, and the Commission to see to it that radio listeners get good broadcasting service to the very best of our ability, and we intend to use every endeavour to carry out that duty. We have always found the Commission fair and ready to co-operate with us in every respect, and we believe you are finding increasing favour with the radio listening public in this part of the country. It will be our pleasure to co-operate with you in every respect possible.

*By Mr. Gagnon:*

Q. What is the date of that letter?—A. October 6.

Q. 1923?—A. Yes. That is all the particular phases of his evidence I am prepared to comment on in writing.

The Committee adjourned to meet at 2 o'clock p.m.

The committee resumed at 2.00 o'clock p.m.

The CHAIRMAN: Gentlemen, we have only an hour. I think we have got a quorum. I think probably the best method of procedure, if it is agreeable to the committee, would be to have Mr. Bushnell, who wants to go over the program end of this thing, and finish it up. Then we can have any questions by Mr. Buchanan, or have Mr. Buchanan afterwards.

Mr. BEYNON: I think that is a good idea.

ERNEST BUSHNELL, recalled.

The WITNESS: Mr. Chairman, I have before me a brief which I will read.

I have asked for the opportunity of appearing before your committee again to at least endeavour to throw further light on subjects pertaining to programs of the Canadian Radio Broadcasting Commission which have been discussed at some length by witnesses appearing before you last Wednesday.

*By Mr. Beynon:*

Q. You are not dealing with those now, are you?—A. Yes.

Q. You are dealing with those now?—A. Yes.

Mr. Hunter, in his evidence, inferred that the Canadian Radio Broadcasting Commission had not developed any new talent. The word "develop" is a somewhat ambiguous term but I take it that the definition given in the dictionary should suffice for purposes of argument. It is defined, "to advance from one stage to another."

The program department of the Canadian Radio Commission, as it is presently constituted, has neither the time, the money nor the staff to establish a training school for artists. It is the desire of the Commission to assist artists in becoming nationally and internationally known and this has been done in many cases; for example, Jack Dale of Regina, who in my opinion has a beautiful tenor voice for broadcasting purposes. This young man was known in Winnipeg and Regina, and slightly throughout other western cities; but since the Radio Commission has engaged him to sing, he has become known from Coast to Coast. The same applies to "Gentleman Jim," of Winnipeg, a young law student by the name of Guy, who was well known to the audience of CKY, Winnipeg, as a humorist or comedian. He was chosen by the Canadian Radio Commission to fill a fifteen minute period on our networks; and although he has now left us to complete his bar examinations, I can state quite definitely that he became almost an institution and his name was a by-word with radio listeners in all parts of Canada. The same can be said of Helene Morton of Regina, the Kalangis group from Vancouver, the Vancouver Singers, the Lyric Trio of Montreal, and literally dozens of military bands and choral organizations throughout Canada. In the sense of creating national and international reputations for these artists and musical organizations the Commission, in my opinion, has made great strides in the development and the advancement of Canadian artists.

Mr. Hunter emphasized the wonderful work which has been done by commercial enterprise in the development of Canadian artists; and although it is said comparisons are always odious, since he has seen fit to bring this subject to your attention, I desire to further enlighten you. Please do not misconstrue my intentions. I am not depreciating in any way the splendid program given by the Wm. Wrigley Co. each fall and winter season for the past five or six years. I was manager of the station in Toronto in which this Wrigley Hour originated and I know its worth. But when Mr. Hunter infers that the Wrigley Co. has done more to develop talent in Toronto than the Canadian Radio Commission, then I must ask leave to differ with him. I am informed, and have personal knowledge, that the modus operandi of the Wm. Wrigley Co. this past season was this: The Wrigley Hour was broadcast usually from the Royal York Hotel concert hall. Over two thousand people were guests of the Wrigley Co. to witness this performance. The program was broadcast, I believe, between 8.30 and 9.30; from 8 to 8.30 aspiring radio artists were given the opportunity of singing before this audience, and from the applause of the audience it was determined as to which artist appearing in this test was the most popular. The artist chosen by the audience was then asked to sing the following week or subsequent weeks on the Wrigley program. So far so good—But were any of these winners of this weekly competition given a contract to appear regularly each week on the Wrigley program? I think not. The Wrigley Co. employed without exception, unless it be side men in the orchestra, the same group of artists every week from last fall to this spring. The Wrigley Co. knows it must please the greatest number of people in order to sell its product. The Canadian Radio Commission has the same problem to face—to please the public—and if it is good business for the Wrigley Co. and other commercial sponsors to follow out this plan of using the same artists each week, why is it such a crime for the



Canadian Radio Commission to do so on, at least, its national network programs? I might state that this practice has been adopted by practically all large American broadcasters, for example, Cities Service Co., who have used Jessica Dragonette consistently for at least three years to my knowledge; and I could quote many similar programs whose artists have been used each week who have become welcome guests in thousands of homes in both Canada and the United States.

May I say this, that Mr. Hunter knows full well that personal assistance has been given a few young artists in the Toronto area by members of our staff. Only last week Mr. Hunter sent a Mr. Evans to our studios in Toronto and asked me to give him an audition. I did so and must thank Mr. Hunter for sending him. Mr. Maxted and I heard him—with considerable pleasure I might add—and Mr. Maxted immediately offered to assist him in every way possible; and this young man, who has practically no experience in broadcasting, is being coached by a man who has six or seven years' experience to his credit. Incidentally Mr. Evans told me he had been a winner in the Wrigley contests, but I do not believe that he was given more than the one engagement, or encouraged by this company in any concrete manner. Surely, gentlemen, the Canadian Radio Commission is not expected to provide training for every aspiring radio artist in the country—and I can tell you there are thousands of them. When it is thought that a young artist shows more than usual possibilities, he or she is given every assistance available with our limited staff.

*By Mr. Ahearn:*

Q. What do you mean by assistance?—A. Just exactly what I have quoted there, assistance which has been given to these young chaps, more often in Toronto.

Q. Not employment?—A. Employment after he has reached a certain stage.

Mr. Hunter suggests that out of some 1,000 auditions given last summer in Toronto, the Canadian Radio Commission found only two who had not previously appeared before a microphone who were worth while developing. Some few weeks ago Mr. Frank Black of the National Broadcasting Company made the statement that, in 50,000 auditions given artists at the NBC, only 20 were successful in obtaining engagements over the NBC networks. These 50,000 were largely people who had at least some experience in broadcasting before being heard by Mr. Black, as those who had no ability or were not considered as having any possibilities were weeded out in preliminary auditions by other members of the staff.

I believe Mr. Hunter asserted that to build good programs would cost \$1,200 an hour.—True, better programs can be created for \$1,200 than for \$100.—But again I must contradict Mr. Hunter in his inference that good programs cannot be created for less than this sum. Given another \$300,000 a year for programs, the Canadian Radio Commission can guarantee to distribute some very excellent broadcasts to Canadian listeners during the evening hours. I have been in commercial broadcasting for several years, and can state quite definitely that all the Canadian programs costing \$1,200 an hour for talent alone can readily be counted on the fingers of one hand.

Mr. Hunter, I am informed, stated that the Commission had very few good programs. At least several of them have been good enough to be broadcast over the NBC and CBS networks and only last week while in New York, now that their heavy commercial season is tapering off, the Commission has been asked to send several programs a week to these American networks. I have before me, gentlemen, a telegram which was received in our office the day before yesterday, I believe, from Mr. Philip Carlin of the National Broadcasting Company, addressed to Mr. Arthur Dupont, which reads: "Would Grenadiers be avail-

able ten-thirty eleven p.m. Eastern daylight saving time beginning May 18." By the Grenadiers he meant the Grenadier Guards band of Montreal. When Mr. Maher and myself were in New York, we were asked to send several of our programs each week to each of the large American networks. Such programs as Melodie Strings, Seville Fair, Sour les ponts de Paris, One Hour With You, have all been transmitted over those networks at various times.

One program now broadcast over NBC called the "Parade of the Provinces" is, in my opinion, of great value to Canada as a whole. I believe I explained to your committee the nature of this program when I last gave evidence before you. I would like to add that Mr. Maher and myself were informed that should a private concern wish to use the facilities of this American network for a period of thirteen broadcasts, the cost would be from \$175,000 to \$200,000. This service rendered by the NBC to the Commission is given absolutely gratis. In my opinion neither the CBS nor the NBC would ask for Canadian programs if these did not conform to high standards.

Mr. Hunter suggests that no improvement has been made in Canadian programs since the inception of the Commission. Is it not a fact that there has been a greater number of commercial programs broadcast this past year than ever before? I believe that statement is true and if the Commission has only offered one program which meets with the approval of Mr. Hunter, is it not logical to assume that conditions in radio in general have improved? I think it is. Has Mr. Hunter travelled all over Canada as members of our program staff have done, and actually heard hundreds of people commend the work of the Commission, particularly in remote areas? I have before me a copy of a letter typical of dozens of others I have here in these files and I would like to read this one particularly, and then if I may, two or three others that I have here.

VIMY, ALBERTA.

The CANADIAN RADIO COMMISSION,  
Ottawa, Canada.

GENTLEMEN,—I cannot let the opera season continue longer without letting you know what joy and happiness the broadcasting of the operas from the Metropolitan Opera House through the Canadian network has given us.

Living as we do on a lonely prairie farm which has always given only a bare living, we had no hope of ever being able to attend an ordinary small concert; how much less opera from New York with all its wonderful voices.

Can you wonder that we all wept at the singing of "Adieu Mignon." Although the opera gave the most pleasure so far we deeply appreciate the wonderful classics and little dances from Montreal, Stanley Maxted and the music from the Royal York, the Calgary Cow Boy, Fredda Bradley and of course our own Edmonton artists.

We think the radio is the most wonderful invention the poor have ever rejoiced in, and the C.R.C. the greatest help to it we have ever had in Canada.

Thanking you again,

Very truly yours,

"Sgd." ARTHUR MORIN,

Gentlemen, here is a letter received on December 26, 1933, from G. A. Cruise of Saskatoon, Saskatchewan:

THE CANADIAN RADIO COMMISSION,  
Ottawa, Canada.

Dear Sirs,

I feel bound to commend you for the Christmas service you rendered yesterday. While doing so, I may tell you that your work throughout the year has been to me very satisfactory. I think that many people are pleased that programs originate in Saskatchewan. For my part, I would not mind if all came from Toronto or Montreal.

I admit to you that I am opposed to the aggression of the French Catholic and yet I do not find the least fault with any French work you have done on the air. Though the time at Ottawa differs from ours, I enjoy your Sunday work very much. I wish you would have Stanley Maxted sing a song every morning.

Yours truly,  
(Signed) G. A. CRUISE.

Gentlemen, this morning a letter was received addressed to Mr. Maher, Vice-Chairman of the Commission, from Mr. Ralph H. Webb, mayor of the city of Winnipeg. I give you these three letters as they are firmly representative of all walks of life—the farmer, the ordinary citizen and the mayor of the city of Winnipeg. I don't think it is necessary to read all of this. He makes some comment on some broadcasting that has been done in Winnipeg, but in part he says:

From many expressions I have heard throughout Canada, may I take the liberty of saying that I believe our people are realizing more and more what splendid programs your commission have provided for them in the short space of time you have been in operation, and which you are continuing to do. And they are very grateful for the splendid arrangement worked out which makes it possible for people all over the Dominion to join together in listening to programs, no matter where they emanate from, which are of interest to all.

Perhaps there are those who don't agree with everything you are trying to do, but there is no need to waste time listening to a few antis who don't agree simply because they can't get what broadcasts they want, jobs, special favours or something or other. There may even be some broadcasting stations which are governed by their own selfish interests and are perhaps attempting to create a certain amount of opposition to what the commission are trying to do, but I venture to state that the vast majority of our people realize the tremendous obstacles you have had to overcome and appreciate your work. No doubt at the same time the commission appreciates the co-operation they are getting from the people generally, from the various broadcasting stations, and from the business interests.

*By Mr. Garland:*

Q. Was that letter solicited?—A. That letter was not solicited in any way. Neither, gentlemen, have any of these letters which appear in these files; and if it is the wish of the committee, they are there for their perusal any time they desire.

*By Mr. McLure:*

Q. Have you any letters there which show the opposite?—A. Yes, I have; I will be glad to leave them with you; if there are any you would like I will take them out for you.



*By Mr. Wright:*

Q. I think they had better go in.

The CHAIRMAN: Yes, I think so.

The WITNESS: Gentlemen, is that not a worth while service the Canadian Radio Commission is performing for the Canadian people? Another witness, I believe Mr. Ashcroft, stated that the Metropolitan Opera broadcasts were made available to Canadian listeners long before the Canadian Radio Commission came into being. True, these programs were made available to the listeners within range of his station but other than in Toronto and Montreal this program was not heard from one Canadian station. These are facts which can readily be substantiated.

Mr. Hunter has stated that the University Debates which were broadcast were first suggested by the Commission. I wish the Commission, and particularly the program department, could accept the credit but unfortunately such is not the case. This series of Debates was first suggested by the Universities and it was agreed these debates would prove most interesting to our listeners. All arrangements were left in the hands of Col. Bovey of McGill University, Professor Corbett of the University of Alberta, Dr. Montpetit of Montreal University, and Mr. Dunlop of the University of Toronto. It is the hope of the Commission that some or all of these gentlemen will be asked to appear before your committee to inform you as to the details of the arrangements which they made for these debates and also to express their views regarding the work accomplished by the Canadian Radio Commission.

I hesitate greatly to refer to the question of French programs and bilingual announcing for I am of the opinion (that is my personal opinion) that this question left to settle itself would soon be largely forgotten, but in defence of the program department I must say this, that it has been and is a matter of the greatest concern to Mr. Dupont and myself and we are not neglecting to see that in so far as it is possible neither the English or French-speaking peoples of our country are harangued with lengthy talks in a language which they do not understand. It must be remembered that with the exception of an opening and closing announcement of ten words, 75 to 80 per cent of all programs broadcast in the province of Quebec are entirely in English and I can truthfully state that, to the best of my knowledge, very little objection has been raised by our French-speaking compatriots to this Commission policy.

And now if I may, I would like to point out one or two discrepancies in the evidence of Mr. Walter Murdock of the American Federation of Musicians.

Mr. Murdock has advanced the suggestion that the Canadian Radio Commission pay the musicians playing in hotel and restaurant orchestras when their music is broadcast. Gentlemen, the Canadian Radio Commission has in the neighbourhood of \$300,000 a year all told to spend on programs, every cent of that money going into the pockets of musicians of one kind and another—instrumentalists, vocalists, etc.—and if the Canadian Radio Commission is obliged to pay musicians who are already paid a fair salary by the hotels—if the Commission is required to pay them further compensation by virtue of their music being broadcast then I must point out that this will materially reduce the number of hours now being broadcast so that the amount of money available will go to a lesser number of musicians who have not weekly salaried hotel jobs but are dependent upon radio broadcasting almost entirely for a livelihood. I may say that I have never heard any objection on the part of the Commissioners to the hotels paying their orchestras additional compensation for broadcasting and as a matter of fact I believe most hotels subscribe to the rates set by the Musicians' Union of \$1 extra per man per broadcast or it may be per hour, I am not sure, for this very purpose.

Mr. Robertson or Mr. Murdock made the statement that opportunities for professional musicians earning a livelihood had greatly lessened since the coming of the Commission. Might I ask—who in Canada spent \$300,000 a year for musical ability prior to the creation of the Commission? What privately owned station or commercial sponsor carried his programs throughout 52 weeks of the year? In the case of the station the number of hours of broadcasting was and still is, I assume, greatly reduced in the summer and in the case of the sponsor the program nine times out of ten was dropped altogether. I claim that these are the facts and I am at a loss to understand such an ungrateful attitude on the part of the musicians of Canada if the statements made by Mr. Murdock are shared by them individually.

Mr. Murdock complains that the Melodie Strings was cancelled for one program in order to allow a children's orchestra the right, and, gentlemen, I maintain it is their inherent right to be heard on the Commission's National network. The date of the Western High School Orchestra concert was set weeks ahead—application was made to the Commission to have one hour of this concert broadcast. I hope some of you heard it. Three hundred children of high school age—some of them future members of the Musicians' Union no doubt—gathered together from all parts of Western Canada and seated on one large stage to play the music of the great masters—a thrilling spectacle and a thrilling children's performance. Are these children to be denied the right of having their concert broadcast because thirty musicians in Toronto who have been broadcasting regularly each week for nearly a year object to the loss of eight or ten dollars each? I leave you to answer that question.

Mr. Murdock made the statement that 80 per cent of the programs are sustaining programs which cost us nothing. This is not a deliberate misstatement of fact I am sure, but certainly Mr. Murdock's information is entirely erroneous. Here is a list of our programs for the week commencing April 22. Of these musical programs 79 are paid for and 16 are not paid for but are on a reciprocal or sustaining basis. Instead of 80 per cent not being paid for, as Mr. Murdock stated, 83 per cent are paid for and only 17 per cent not. In this list approximately 625 musicians are employed and approximately 500 are paid for by the Commission for their service and approximately 125 are paid on a weekly basis by the hotel which I believe augments this weekly salary to some extent for broadcasting.

Mr. Murdock made the statement that when he first met Mr. Maher in Toronto—and I was there and heard the statement—that Mr. Maher told him that it was the intention of the Commission to build an orchestra of its own which would be entirely non-union. I remember the conversation very well, and I would like to take this opportunity of correcting the impression that Mr. Murdock has left with you. Mr. Maher talked with Mr. Murdock for some little time and told him that the Commission was willing to play ball with the union in so far as it was able to do so, but if so many obstacles were thrown into the path of the Commission, it would be necessary for the Commission to form its own unit which would be non-union, but that would not be done until all means had been used to work in peace and harmony with the Musicians' Union.

*By Mr. Gagnon:*

Q. You have programs which are issued from week to week?—A. Yes, I have here the program bulletin for the week of April 22, 1934, as issued by the Canadian Radio Broadcasting Commission, and I will file this with your committee if you wish.

Q. Yes, I think we should have that. And it is distributed to whom?—A. To all stations, and to practically every one who asks for it. We have a large

list at the present time. I think our Mr. Buchanan can give you that information. It is distributed to upwards of a thousand people throughout Canada.

*By Mr. Garland:*

Q. I suppose those are similar to the programs which you find in sheet form on desks and tables in the stores of the leading radio dealers?—A. I do not know about that, sir; I presume so.

Q. They contain the C.R.C. programs, and it is very good, possibly if they could be put out week by week in a little expensive form it would serve just as well, it is a good idea, and one which would be very much appreciated?—A. I think that might be done.

Q. You have mentioned a Miss Morton of Regina?—A. Yes.

Q. What kind of a voice do you think her brother has?—A. He is still a young man, but I think he will have an even finer voice than she has.

Q. He has a wonderful voice?—A. He is only a youngster, 21 years of age.

Q. I think he has the finest voice I have ever heard?—A. We have assisted him, I may say, as well as his sister.

Q. Was it through the efforts of the C.R.C. that Anka was discovered in Regina?—A. Anka, in Regina.

Q. Yes?—A. I thought she was discovered in Toronto.

Q. Oh, no, she was discovered dishwashing out in Regina?—A. No, it was not.

Q. The question of the use of the French language has come up, and I assure you that I appreciate very much the bilingual character of our people; but you stated that French was only used in announcing for a few minutes at the beginning and at the end of programs. To what programs do you refer?—A. Those are the programs that originate in Montreal, and at points throughout Quebec province.

Q. Is that a new policy?—A. No, it is not.

Q. I have a distinct recollection of having heard an announcement in French after each musical item?—A. Such a program, sir, undoubtedly originated in the City of Montreal, or in Quebec.

Q. Why are some artists paid while others are not?—A. I do not know of any that are not paid that are used on the networks anywhere.

Q. I thought you gave us a list there?

MR. BEYNON: No, that was the programs.

THE WITNESS: I do not know what you mean, sir.

*By Mr. Garland:*

Q. About these orchestras?—A. These are hotel and restaurant orchestras which we pick up by putting a transmitter in at the hotel. They are paid by the hotel or restaurant weekly, and when we put a microphone in there and broadcast for half an hour, or an hour a week, we assume that the hotels are getting an adequate return in the publicity they receive over our network.

Q. I gather from your evidence that the Commission has no objection to giving decisions on audition to non-professionals, and certainly not to professionals?—A. None whatever.

Q. Why is it then that right here in the City of Ottawa, you have Keetbaas, who has been an accomplished violinist for 20 years, and who for the past six years has been living in Canada, who has never been able to secure an audition, although he has applied for one several times?—A. Did he apply to us, or to the station?

Q. I cannot tell you that, I think he applied to Station CRCO?—A. I would have to see the local manager about that, and if he did not, he can come to see me, or he can make an application through the manager of the local station and we'll be very glad indeed to hear him.



Q. All right.

The CHAIRMAN: Have you any further questions?

Mr. BEYNON: I suppose Mr. Bushnell would be available to us at any time, so that if there are other matters to be taken up with him, he can come back.

The CHAIRMAN: Yes. Thank you, sir.

The Witness retired.

Mr. GAGNON: We will make provision in the record to have some of these letters published. In this report, No. 4, I see that there are 15 letters which have been purposely selected as showing objection to the French language. I would like to have at least as many printed in the record from the opposite aspect, to show that in Canada, opinion is at least not divided on that subject.

Mr. BEYNON: Are you referring to the letters put in by Mr. Buchanan?

Mr. GAGNON: Yes.

Mr. BEYNON: I just wondered on what basis—you said they were purposely selected?

Mr. GAGNON: Because not one of these letters contained an expression of opinion which was not against the French language. One goes so far as to say that it is a foreign language. My ancestors have been established here in Canada since 1639.

Mr. BEYNON: I think some of them did not mention the French language at all.

Mr. GAGNON: Mr. Buchanan is here, and if he says he does not like to do it—

Mr. BEYNON: I do not think it is fair to say it was done on purpose. I do not think that is a fair statement. I do not think it is fair to Mr. Buchanan. I do not think any member of the committee should come to that conclusion.

Mr. GAGNON: Then, I might question him, if he cares to be heard on that point. I do not want to be unfair to him, of course.

Mr. BEYNON: That is the point, I do not think that is a fair statement.

Mr. GAGNON: Let them speak for themselves if I am wrong.

Mr. BEYNON: Letters do not speak for the selection, Mr. Gagnon, at all.

The CHAIRMAN: There is nothing to prevent anyone from calling for any letters which they wish to have included. I am sure there is not a member of the committee who would not be pleased to have that done.

Are there any further questions, particularly with respect to the evidence of Mr. Buchanan, who has remained over all week. Does Mr. Buchanan want to be heard? Is he here?

Mr. BUCHANAN: Yes, Mr. Chairman, if I may.

Mr. H. C. BUCHANAN: Moose Jaw, Sask., recalled.

The WITNESS: Mr. Chairman and Gentlemen: I was summoned to appear before this committee, and I understood the reason I was summoned. I have tried in my evidence to the best of my ability to give a true cross section of public opinion in Saskatchewan on the present radio situation. I have honestly endeavoured to do that. I have, it is true, brought in certain collateral matters, but only sufficient—and this is insufficient—to endeavour to show the situation.

Colonel Steel in his evidence this morning apparently thinks that the evidence I have given is mistaken evidence. He has done something, however, that I am sorry for, he has gone further afield, and went more personally into

the question of radio station CHAB, the Citizen station of Moose Jaw; and he has made a statement which it is necessary, in the interests of the Moose Jaw Radio Association, that I contradict. I do not want to take up the time of this committee when I am down here, but I do not want the wrong impression to be left; and I would like the opportunity to get the evidence of Colonel Steel, so as to be able to study it a little while and comment on it at the next meeting of this committee. I would also like to make a suggestion, which I hope the committee will not think impertinent—the relationships between CHAB and the commission; on our part we have always tried to co-operate with them, and in explaining or making any statement about Colonel Steel's evidence the whole of our file should be taken into consideration. I would like to make this suggestion, that one or two members of the committee be requested to confer with me and go through my file with the commission. (Or through our file) in order that they may get a more coherent idea of what has gone on, and probably shorten the length of time that will be necessary for me to reply.

The CHAIRMAN: You would prefer not to reply at the present time.

The WITNESS: I am afraid it would not be very satisfactory, sir.

The CHAIRMAN: It is up to the committee.

Mr. BEYNON: I would be very glad to have two members of the committee go through Mr. Buchanan's file. Might I make a suggestion, I do not want to do it because I come from Moose Jaw, I might suggest Mr. McKenzie and Mr. Garland. They are two good men. I feel that I am more or less associated with Moose Jaw and I would rather not undertake anything of that kind.

The CHAIRMAN: Possibly I might make this suggestion: We have been holding Mr. Buchanan here away from his business, but if the committee wish to have him wait over it is perfectly agreeable to me. My suggestion is that when Mr. Buchanan goes back, he can prepare a brief setting out his views in relation to the whole matter. He can be given a copy of the evidence, and possibly his brief could be made to serve the purpose just as well as for him to remain here longer.

The WITNESS: As a matter of fact, gentlemen, as I say I am sorry that this point has arisen. I am glad that Mr. Charlesworth and Mr. Maher did not make that statement that was made by Colonel Steel this morning. We have had the pleasure of entertaining both Mr. Maher and Mr. Charlesworth, and our relations with them have been very pleasant; but I rather do think, though, that they could speak better of conditions in Moose Jaw than Colonel Steel, who has never been there, although he has been within 20 miles of Moose Jaw.

The CHAIRMAN: Is it the suggestion that Mr. Buchanan send us in writing a brief after studying the evidence given this morning?

Mr. GARLAND: Yes; with reference to his file. It will save a lot of time, and it will concentrate the point of view the witness has better than we could by examining him in this committee.

The WITNESS: I would like to suggest that some members of the committee, in justice to me, go over my file.

The CHAIRMAN: Perhaps Mr. Garland would do that.

Mr. GARLAND: I will be very busy for the next week. I would suggest the selection of an eastern member as well as a western member. Mr. Beynon's point is well taken—Mr. Gagnon, perhaps.

Mr. GAGNON: I would prefer not to be selected because I might be suspected of being unfair.

The CHAIRMAN: We will take a member who lives so far away that we cannot suspect him of anything; we will take Mr. McLure. Therefore, Mr.

Buchanan, would you, as soon as you return home, send us a brief and enclose your files so that these gentlemen can go through them. I think that should be agreeable to the committee.

Mr. BEYNON: If it is agreeable to Mr. Buchanan, it is agreeable to me.

*By Mr. Gagnon:*

Q. I wish to ask you a few questions, Mr. Buchanan. You are a barrister, and so am I; and I think we can understand each other's point of view. You understand that in this committee I represent, more or less, the French Canadian minority; therefore, if I did not do what I believe is my duty you would then think I am not defending the language I speak?—A. I quite understand.

Mr. GARLAND: There are more than you willing to defend the rights of minority.

*By Mr. Gagnon:*

Q. Have you any idea of the number of French Canadian people in the province of Saskatchewan?—A. There is a considerable settlement southwest of Moose Jaw, around Gravelbourg. Of course, I cannot give you the exact population in that section. Then there is a settlement further south around Willow Bunch.

Q. In order to be brief, I have here the figures prepared by Mr. Coats, chief of the Dominion Bureau of Statistics, and it appears, according to the census of 1931 that there are in the province of Saskatchewan 50,700 French people, in Alberta 38,377, in Manitoba, 47,039, in British Columbia 15,028, and in Ontario 299,752. Therefore, do you not think that those gentlemen living on farms in remote districts have a sort of right to have a few broadcasts in their own language once in a while?—A. I think so, personally, yes. Of course, now get me, Mr. Gagnon. In any expressions I have made about the French situation in Saskatchewan I have not given my own opinion.

Q. That is right?—A. I am giving my own opinion now.

Q. I want to be fair because of Mr. Beynon's remark a few minutes ago that the words I selected might be unfair to you, and I do not want to be unfair. I would like to ask you about those letters which you filed the other day and which you did not read because you had not time. I see that those letters were sent you in care of the House of Commons; therefore, they were sent to you when you were travelling to Ottawa?—A. Yes.

Q. And I suppose you had asked for them, otherwise they would not have been sent to the House of Commons?—A. No. What happened there was this: I got Mr. Beynon's letter and Mr. Morris's letter advising that I had been summoned, just a few days before it was necessary for me to come down, and we had a meeting of our executive and Mr. Beynon's letter was read before that meeting, and the consensus of opinion was that it was our duty to endeavour to get some expression of opinion other than our own on the situation. So we sent a questionnaire out to a number of boards of trade—and the fact appeared in the press also that I was coming down—and I think that questionnaire—

Mr. BEYNON: It is in record. It might be just as well to interject there that in my letter to Mr. Buchanan the French language was not mentioned.

The WITNESS: No.

Mr. GAGNON: No; but, of course, all the letters which have been filed here refer to the French language.

*By Mr. Gagnon:*

Q. Mr. Buchanan, I would like to know from you if there are some letters you have received which are favourable to the French language?—A. Every letter I received in answer to that question has been filed.



Q. Has been filed?—A. Every one.

Q. The whole of them?—A. Every one. And you will notice that on the questionnaire no mention was made of the French question whatsoever.

*By Mr. McKenzie:*

Q. That questionnaire appears on page 97 at the bottom of the page, and includes the following questions:—

1. The general attitude towards the Radio Commission and whether or not they should have a monopoly of broadcasting in Saskatchewan.

2. The wavelength situation existing at the present time.

3. Whether Canadian stations should be permitted to tie in with American chains.

4. The proposed tax on radio tubes.

5. Any other matters relevant to the situation.

A. Yes. At no time was it suggested by us, or by anyone so far as I know on our behalf, that those letters should comment in any way on the French announcing situation.

*By the Chairman:*

Q. You think it was spontaneous?—A. I know it is.

Mr. BEYNON: That is the reason I took objection to the term "selected."

Mr. GAGNON: I am pleased to withdraw.

Mr. BEYNON: I knew that Mr. Buchanan would not do that, therefore I did not mention the French language one way or another. In fact, I think it would be very improper as a member of the committee to do so.

Mr. GAGNON: Of course, Mr. Buchanan has distinctly said he does not share those views; therefore there is no use for me to go on with the examination.

The WITNESS: I say, I do not personally; but I feel it is my duty to give you the reaction.

The Committee adjourned to meet Monday, April 23, at 10 o'clock, a.m.



SESSION 1934  
HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 8

---

MONDAY, APRIL 23, 1934

---

WITNESSES:

- Mr. W. J. Dunlop, B.A., B.Paed., Director of University Extension and  
Publicity, University of Toronto, Toronto, Ontario.
- Dr. Edouard Montpetit, Vice-President Executive Committee, Institut  
Scientifique Franco-Canadian, University of Montreal, Montreal,  
Quebec.
- Mr. C. M. Pasmore, representing Campbell-Ewald Advertising Agency,  
Toronto, Ontario.





## MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,  
COMMITTEE ROOM 429,  
MONDAY, April 23, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 10 o'clock a.m., this day, Chairman Hon. Dr. Morand, presiding.

*Members of the Committee present:* Messieurs: Ahearn, Beynon, Gagnon, Garland (*Bow River*), McKenzie (*Assiniboia*), McLure, Morand, and Wright—8.

*In Attendance as Witnesses:* Mr. W. J. Dunlop, Director of University Extension and Publicity, University of Toronto, Toronto, Ontario; Dr. Edouard Montpetit, University of Montreal, Montreal, Quebec; Mr. C. M. Pasmore, representing Campbell-Ewald Advertising Agency, Toronto, Ontario; Mr. D'A. B. Plunkett, M.P., Victoria, B.C., to submit brief.

*Present, as interested parties to evidence submitted:*

The Chairman, Vice-Chairman, Commissioner, and several other officials from the Radio Commission, Ottawa.

The Chairman submitted list of letters received relative to radio matters, from Friday, April 20th to Monday, April 23rd, as follows:—

Barber, R. J., Toronto, Ont., dated April 19.

Beswetherick, Mrs. Maggie, Vancouver, B.C., dated April 17.

(*re* Mrs. J. MacKintosh Smith; submitted to Commission.)

Demers, P. E., Montreal, dated April 20.

(requesting evidence and reports; submitted to Clerk of Committee.)

Edgar, A. S. (Can. Gen. Electric Co.), Toronto, dated April 20.

Federated Women's Institutes of Ontario, dated April 19.

Fraser, John A., M.P., Ottawa, Ont., dated April 20.

London Free Press, London, Ont., dated April 20.

(submitted to Sub-committee on Witnesses.)

Lower, A. R. M. (Wesley College), Winnipeg, Man., dated April 18.

Musical Protective Association, Toronto, Ont., dated April 21.

(Telegram.)

Regina Board of Trade (Young Mens' Section), dated April 19.

Rowling, Mrs. Eliz. A., Vancouver, B.C., dated April 5.

(addressed to Mr. W. J. Bedder, Ottawa, and forwarded by him.)

Tweedley, W. A., Toronto, Ont., dated April 19.

Watson, M. Barry, Toronto, Ont., dated March 5.

(addressed to Mr. R. L. Baker, M.P., and forwarded by him.)

Mr. W. J. Dunlop, of Toronto University, called.

The witness made a statement respecting the inception and carrying out of the interprovincial University debates, which, with the co-operation of the Commission has been broadcast over the eastern and western provinces, making use of the two official languages of the country. Witness further questioned, thanked and retired.

Dr. Edouard Montpetit, of Montreal University, called, and made a statement concerning the same matter referred to by the previous witness, and when asked, gave his views of the value of the debates referred to and their influence towards a better understanding of the views and aspirations of the two races which comprise largely the population of Canada. Witness thanked and retired.

Mr. C. M. Pasmore, of the Campbell-Ewald Advertising Agency, Toronto, called.

The witness submitted a lengthy statement, showing a great deal of preparation, covering over a large field of radio activity, more particularly from the advertisers' standpoint, and made some suggestions, which, in his opinion, might be advantageous to the radio public. During the course of his evidence the witness filed with the Committee, sheets showing comparative coverage of the two stations, CJRM, Moose Jaw, and CFQC, Saskatoon, Sask., during the General Motors Hockey Broadcasts for 1934, as gathered from a test made by the Agency he represents.

Witness also submitted numerous extracts from letters received, as indicative of the reception in those areas, which appear in the Minutes of Evidence of this date.

The witness continued until one o'clock p.m.. Some of the members of the Committee expressed a desire to attend the House during the afternoon. Mr. Plunkett, M.P., upon inquiry, stated that a later date would be satisfactory to him to submit his evidence, and it was accordingly decided, after discussion, to meet on Monday, April 30, at 11 o'clock a.m., Room 429. The witness was thanked for his presentation and retired.

The Committee adjourned.

E. L. MORRIS,  
*Clerk of the Committee.*



## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,

April 23, 1934.

The select special committee on Radio Broadcasting met at 11 o'clock, Mr. Morand, presiding.

The CHAIRMAN: Gentlemen, is there anything you wish to bring before the committee before we call witnesses? If not, Mr. Dunlop of the University of Toronto, is here, and we will call him.

Mr. W. J. DUNLOP, called.

*By the Chairman:*

Q. Professor, you are in charge of the university extension work of the University of Toronto?—A. Yes.

Q. And you had charge of the inter-university debates?—A. Some of them, sir; yes.

Q. Now, is there anything you would like to tell us about them?—A. About the debates solely?

Q. Anything about radio generally?—A. Some two years or so ago the universities of Canada meeting in what is called the Canadian Universities' Conference appointed a committee to negotiate with the Canadian Radio Broadcasting Commission regarding what might be done to have education made one of the features of radio broadcasting. A number of university men felt that something could be done in that respect and the Conference appointed this committee of four to see what might be done, and what the Canadian Radio Broadcasting Commission would do. That committee consisted of Mr. Corbett of the University of Alberta, who is director of university extension in that province, Dr. Montpetit, of the University of Montreal, Colonel Bovey of McGill University, and myself. That committee approached the Canadian Radio Broadcasting Commission and was asked for suggestions as to what we should like to have done. This committee proposed to the Commission that we be allowed to inaugurate a series of university lectures on subjects of popular interest which come within the sphere of the universities. That was our first request. Our second request was that we be allowed to establish a series of inter-university debates by undergraduates. We felt that, if we could get these two activities under way, we would have accomplished something. Our reception by the members of the Commission was most cordial. We were told that the Commission would co-operate with us to the fullest extent; and indeed so great was that co-operation that we were told to go ahead and make our arrangements, and we did. This committee of ours first arranged a series of university lectures. Mr. Corbett arranged the lectures for the four universities in western Canada—British Columbia, Alberta, Saskatchewan and Manitoba; Dr. Montpetit took charge of the lectures for the French-speaking universities—Laval, Montreal and Ottawa; I took charge of the lectures to be given by members of the staffs of Dalhousie university, the University of New Brunswick, McGill University, the University of Western Ontario, McMaster University and the University of Toronto. We carried this on, taking a lecture for each university in turn and then beginning over again; and we had such subjects as "Why Continents Float", "John Milton", "Economic Planning"—I mention an economic

subject, a general subject and a literary subject—"The Milky Way", an astronomical subject and so on. We carried this through from about the beginning of the university session. We commenced some time in November, after the university work had been brought under way generally, and we carried the lectures up until the first week in April. Those lectures, so far as we can find, were very well received by the public. It was, you see, an opportunity to give the public in their own homes a little more education—something interesting. These lectures were presented in an interesting fashion. Such a subject as "Why Continents Float", for instance, might appear a little abstruse, but it was given in such a way that anyone could understand it.

Mr. BEYNON: Mr. Chairman, this is delightfully interesting, but I am wondering if it has anything to do with our inquiry.

The CHAIRMAN: It simply shows what was done by the Commission in the way of general work from one end of the country to the other.

Mr. BEYNON: Well, are we going to go through the whole outline of all the activities of the Commission, concerning all the things put on the air? I think that is pretty well known—the work that the universities did. I have no particular objection, but I was wondering why we should devote our time to a recital of this, because it does not strike me as having anything to do with our inquiry.

The CHAIRMAN: I am entirely in the hands of the committee. My personal view is that we should hear anything in the nature of the general value of radio under its present management, and its trans-Canada work. As to whether we wish to carry on in that way, is a matter for the committee to decide.

Mr. GAGNON: This seems to be the first time that a remark has been made with respect to the way a witness shall give his evidence. Last week some witnesses rambled far afield from the subject and scope of the reference, and we never raised any objections. Why we should raise any objection now I am at a loss to understand.

Mr. AHEARN: Mr. Beynon wasn't raising an objection.

Mr. BEYNON: It was just a question. I quite appreciate the value of what the Professor is telling us; it is very interesting from a public standpoint; but I was wondering whether it comes within the scope of this enquiry. I have no objection to staying here as long as you like if any of the members of the committee wish to hear what is being said.

The CHAIRMAN: The intention of the professor is to give us some views as what he has in mind for the following year, and what effect this has on the general conditions of the country.

Mr. BEYNON: If the committee thinks that this has to do with our enquiry, I am agreeable; it is quite immaterial.

The CHAIRMAN: What is the view of the committee in respect to the matter?

Mr. McLURE: I think, Mr. Chairman, that we should hear some of it; because, as Mr. Gagnon has said, we have had all the reverse side of the matter for quite a while, we might get some idea of what the Commission has been doing—some appreciation of its work.

The CHAIRMAN: I do not think Mr. Beynon's objection is very strong.

Mr. BEYNON: No. I am not objecting.

The WITNESS: I finished with that part, Mr. Chairman. The second request was made for the broadcasting of inter-university debates by undergraduates. The Commission was quite in favour of that, and allowed us to proceed, which we did; and we held undergraduate debates which were participated in by students of the four western universities, of the French-speaking universities and of the six universities in the Maritimes, Quebec and Ontario.

I mentioned before that we had four series of debates which were received with a great deal of interest; we heard from many sources that those debates were much enjoyed; and we finally completed them in February, and everyone, so far as we know, felt that that was a good feature of radio broadcasting.

Now, those were our two activities during the past year. Both of them, we think, were exceedingly successful, and we are hoping that they may be continued and very greatly elaborated in another year, and as the years go on. We felt that the Radio Commission, in allowing us to do that, had done something really worth while for the welfare of Canada generally.

Now, we found the Commission to have vision in that respect. We do not suppose that radio broadcasting will ever or should ever be purely educational in character; we realize that education must be sugar-coated if the public is going to receive it; but the fact is simply this that everything the universities of Canada, through this committee, asked of the Commission was immediately and cordially granted. So we feel that the Commission has done, under rather difficult circumstances, and in a short time, a very magnificent piece of work.

Mr. BEYNON: That is germane to the issue, that part of it; it was the other part I had reference to.

Mr. GAGNON: I understood that the first statements were preliminary.

Mr. BEYNON: I did not think that this information was coming.

*By Mr. Gagnon:*

Q. May I ask the witness a few questions? A previous witness has suggested to this committee that the Commission had more or less taken the initiative in these debates. Have you found out whether the committee you have spoken of is responsible for the initiative of having inter-university debates broadcast?—A. If I were to answer in one word, I should say yes; the universities committee asked for these debates; the Commission said yes; the committee proceeded and arranged for the debates.

Q. Do I understand that these debates have remained under the exclusive control and jurisdiction of the universities themselves?—A. The Commission never interfered.

Q. I understand that these debates would be helpful to the cause of education and have been to various units of the communities?—A. We found it to be very much so, sir. These debates seem to me to produce a bond among the universities of Canada in a way that such a bond could not otherwise be produced. The students of the University of Western Canada learn to know, in a sense, the students of universities of eastern Canada. English-speaking students learn to know in that sense French-speaking students; and I felt that it developed a remarkable bond among the students of the universities both east and west. And it did a good deal for the unity of the country and a general building-up of good feeling.

Q. As one of the main directors of these debates in the province of Ontario, I want to ask you particularly and generally if you have received complaints on how the debates were being held?—A. I should not say that we receive any complaints. I received some jocular intimations that I was a little cautious in selecting topics for those debates, but I have had a long experience and a long training in caution from my connection with the University of Toronto, which is a government institution; and I simply followed on the lines I did for this reason: If you allowed students of a university to debate on a controversial topic—I mean controversial in the sense of political controversy—the people of the country, or some of them, are certain to conclude that the university from which those students come, the university which they represent, is of the



opinion that those students are advocating. We did not want that; so we selected topics which no one could very well misunderstand, and I fully believe that as the years go on and the people become accustomed to those debates, we can then go into topics that are of more immediate interest, because students are interested in everything; and perhaps in a few years we can take more chances than we were able to take in past years. I felt we should be cautious at first, and not give the public any opportunity of misunderstanding what we were doing. Now, I received no complaints whatever except, shall I say, jocular compliments, for my caution in selecting harmless topics.

*By Mr. Wright:*

Q. What time of the day did these debates take place?—A. They were usually in the evening, sir, 7.30 to 8 was the usual hour. I think the final was from 9 to 9.30 in the evening, on account of the difference in time across Canada. They lasted half an hour.

Mr. McKENZIE: Half an hour once a week was the time that was taken up?

*By Mr. Wright:*

Q. Had the commission granted land lines so there could be station to station hook-up, might not the same thing be accomplished by independent stations?—A. The distances were great. We had debates participated in by students in Montreal, Halifax, Winnipeg and Quebec. I am not sure of the technical side of it at all, but certainly under the system which we have, everything works out very nicely. The commission arranged everything on the technical side for us, in the way of lines. I do not know whether that could have been done under private stations or not.

Q. It has been frequently stated that the advantages which have accrued as a result of the commission having charge could have accrued if the independent stations had been granted coast to coast land lines in order to put on those programs. I was wondering what your viewpoint was in that regard?—A. I would be inclined to doubt that.

*By Mr. Garland:*

Q. Was not there some proposal if the government would undertake to subsidize land lines the private companies would be very glad to provide services? I think they intimated pretty clearly they could not carry the cost of land lines.

The CHAIRMAN: That was intimated at the last committee.

Mr. GARLAND: Yes. I am interested in those harmless topics. Can you give us a list of them?

The CHAIRMAN: Mr. Garland is not very familiar with harmless topics.

Mr. BEYNON: I wish you would give me some of them.

The WITNESS: These harmless topics are such as these: "Resolved that capital punishment should be abolished."

Mr. GARLAND: It depends on what side you are on.

The WITNESS: "Resolved that the farmer has a happier life than the business man in the city."

Mr. GARLAND: That is a most dangerous topic.

Mr. AHEARN: Who won?

The WITNESS: My recollection is that the farmer won.

Mr. GARLAND: He would under those circumstances. I regard those things as sheer propaganda.

The WITNESS: "Resolved that the British North America Act is a pact binding in all the provinces." "Resolved that the speed limit for motorists should be abolished."

Mr. GARLAND: All dangerous topics.

*By Mr. Gagnon:*

Q. How much did these debates cost the university?—A. These debates did not cost the universities anything.

Q. Not a cent?—A. No. The universities had very little, if any, money. They cost them nothing at all.

*By the Chairman:*

Q. May I ask you this question? How do you arrive at the students who are to take part in those debates? Were there preliminary debates in the university field?—A. In each university there is a students' committee on debates; and in each university too, there is a man who, in general, directs outside work of this kind. I wrote to each man in charge of that sort of work and asked him to consult his undergraduate committee on debates, and to let me know who the debaters would be. It comes down to this: The students selected their own representatives. We felt that was the proper way to do it.

Q. On the whole, as far as you are concerned, with your university work, your relations with the Commission have been all that could be desired. You believe they have accomplished some good work in respect to your field?—A. Our relations have been of a most harmonious nature. We could not ask any more than we got. Our committee, I think, feels that the commission has accomplished a great deal in a very short time, and of course, it has been said, I have forgotten by whom, that gratitude consists of a lively sense of benefits yet to come. We have found the members of the commission to be men of vision—you know, without vision the people perish—and they have done excellent work for us so far, and we are looking forward to a continuance of the arrangements and for an elaboration and enlargement of the good work already done.

*By Mr. McLure:*

Q. Did the commission help to pay for the lecturers and debaters?—A. Not the debaters, but the lecturers. The debaters did that work gladly, without any thought of recompense.

The Witness retired.

Dr. EDOUARD MONTPETIT, called.

*By the Chairman:*

Q. You have had some chance to observe the work of the committee, and we would be glad to have your comments?—A. Well, Mr. Chairman, I have not much to add to what has already been said by my colleague in French, Dr. Dunlop. I understand I was a member of the committee alluded to a few moments ago. Last year, Prof. Corbett, and Prof. Bovey came into my office and told me I had been made a member of the committee. For a while I did not hear anything about it. Last November I understood the commission intended to carry this work throughout the winter, and I was asked by the commission in full accord with the committee to organize what Prof. Dunlop organized in Toronto. That was the French part of it, and I took charge of the French part of it. We had nine lectures. I do not want to speak upon these things, as you fully realize these are perhaps mere details. All lectures were given on educational subjects. They were given by Quebec, Montreal and

Ottawa. I had to co-operate with Mgr. Camille Roy (of Quebec) and Father Marchand of Ottawa. The lectures went on, but I understand the broadcast was rather limited. By limited,—I cannot explain it, because I know nothing of the technique, but if I am not mistaken, we were broadcasting in Quebec and perhaps in the Maritime provinces. I am not sure whether it was more than that.

The CHAIRMAN: Just Quebec.

The WITNESS: I thought it was the Maritime provinces, but I am not informed not. These French broadcasts were limited to Quebec. Then, I was also in charge of the debates. When the question came before the commission of studies, as we call it, in our own university, I myself asked my colleagues if these debates should or should not be bilingual. The answer was that they should be bilingual, because it meant fair play to us. I suppose, gentlemen, you are all interested in sport of some kind. You may play golf. I am a golf player myself, and I think that everyone is entitled to some kind of handicap or to some kind of fair play in any sport. So we were fighting with others, we were having those debates, and we thought that as our universities were French, perhaps some French should go into it, to allow us to fight with our own strength. The commission did not say a word to us about it. We asked the commission if those debates could be bilingual, and the commissioner said yes, so I understood that through Mr. Dunlop the debates were bilingual. In fact, and in a practical way, it amounted to only four minutes of French, and four minutes of English. English is taught in our own university, of course, and French, I understand is taught also in the other universities of Canada. We wanted to know if there was really a working knowledge of French in English universities, and I might add, a working knowledge of English in French universities, because I understand the two languages are official languages of our country. I think we have proven this to the country, that our French Canadians can speak English, and that some of the English speaking students of this country can speak French. I believe it has made for a better understanding, a better education, and to some extent better co-operation in unity in this country. That is all I have done, myself, during this winter. We had a few debates. The eastern debates were entirely English, the western debates were entirely English, only the debates which brought together French speaking students and English speaking students were bilingual. If our team had been defeated, in the eastern part of Canada of course, they would not have had to fight against anyone from the west, and then the debates would have been purely English, English 100 per cent. But we won in the eastern part of Canada, and I am pleased to say that owing probably to the generosity of the judges and also, if I may say so, the merits of the debaters, we won and were declared champions of Canada. That is all I know on the debates, sir.

*By Mr. Gagnon:*

Q. Did the commission give you a free scope to organize your debates and lectures the way you liked?—A. Yes, sir, and I think it should be that way.

Q. Before the commission was set up, was the matter discussed between the universities with a view to having the idea approved so that debates could be broadcast?—A. I do not know about that, sir. I know the question was debated or discussed in the conference of Canadian universities two years or a year before the commission was organized; and then it was decided to ask the future commission, if appointed, to have such debates and lectures on educational matters.

Q. So before the commission was set up, the matter was discussed by the representatives of all Canadian universities?—A. Yes, sir.

Q. And it was decided that such broadcasting of inter-university debates would prove helpful to the cause of education?—A. Undoubtedly, sir.



Q. And therefore when the commission was set up, you took the necessary steps to put into effect the matters that had been discussed?—A. Quite so.

Mr. GARLAND: Mr. Chairman, I wonder if the witness has considered the alternative merits of the harmless type as against, say, debates on questions of economics, physiology, and sociology? I am quite sure that debates could be prepared under those three branches without causing any particular prejudices.

The WITNESS: Well, Mr. Chairman, I think we will have to come to that later on. We could, I think, choose some kind of topics under those headings you mention; but would you permit me to give you one example? You have, of course, much more political experience than I. Some years ago in Toronto, I think, a resolution was brought forward, that the Province of Quebec is an obstacle to confederation. Well, in the Province of Quebec many people thought that that was the opinion of the University of Toronto, and now last year we were asked to debate such questions as national railways and the St. Lawrence waterway, and we were quite afraid of them. We university men are always afraid of having anything put on our shoulders that is political. We must stay out of politics. We have, I suppose our own opinions to which, of course, we are entitled; but we thought it would be better to lay aside these topics such as national railways and the St. Lawrence waterway as being too closely associated with political interests of the moment.

Mr. BEYNON: It is a little dangerous.

The WITNESS: That is what we thought.

Mr. GARLAND: I was wondering because, as has been suggested to me the Canadian Clubs, very estimable bodies, apparently have no hesitation in jumping into the field where Professors of Universities fear to tread.

Mr. BEYNON: I have noticed that too.

The WITNESS: Well, it may make a difference between universities and Canadian Clubs. You do not send your boys to Canadian Clubs to be educated, but we must try to educate your boys and girls and we must not interfere with your opinions, that is, to some extent.

*By Mr. Garland:*

Q. Did you by an chance, Professor, happen to listen to any of the Chicago University broadcasts during the last two or three years? I have heard more of them than I have Canadian debates, I do not happen to come into contact with them at all, but I must say those Chicago University debates were remarkable; they were very very high class stuff. They had a whole series of lectures on philosophy, and a very comprehensive survey of the whole field of economics.—A. I expect we will come to something like that later on. I think that is a splendid idea.

*By the Chairman:*

Q. As a Quebecer and as a Canadian, do you believe that the work of the Trans-Canada broadcasting has brought the other provinces closer to Quebec? Do you believe it has accomplished some good purpose?—A. I believe it has and I hope it has, sir. I think the Commission has done good work. If this is of interest to you I have no hesitation in going a little further on the question. It happens that for four years I have been head of the Provincial Hour in the province of Quebec and I have some experience in connection with the organizing of programs and radio broadcasting although I do not know very much about the technique. It is very hard indeed, gentlemen, to ask the commission to do more than it has done in nine months. It is very hard to prepare

the programs; it is very hard indeed to get all the artists who are required; and it is also very hard to have the commission do more than it has done as far as programs are concerned because of lack of money. I suppose you have heard that the N.B.C., for instance, has something like \$25,000,000 or \$28,000,000 a year to spend.

*By Mr. Gagnon:*

Q. Where do you get that information from?—A. That is what I hear. You may be able to find out exactly from someone else better informed. And the Columbia Broadcasting Company have something like \$15,000,000 a year to spend. I understand that the Canadian Radio Broadcasting Commission have something like \$1,000,000 a year to spend on broadcasting throughout Canada. From my experience, you cannot possibly expect the commission to do more than it has done in that period of time with the money it has at its disposal. For instance, if you want to have some kind of orchestra that means a lot of money; if you want to have twelve musicians, except for jazz which does not work in very well so far as classical music is concerned—even twenty-four will not; or if you want to have a broadcast full of interest then you must have something like the Philharmonic Orchestra of Boston or Philadelphia, or New York. But all that costs money. That means eighty or eighty-six musicians. Just ask the members of the commission what it would cost to have eighty or eighty-six musicians in Canada for one night. I expect the answer to be over \$1,500 or \$2,000, possibly more than that.

*By Mr. Gagnon:*

Q. You spoke of L'Leure Provincial. Do I understand that that Provincial Hour is broadcast under the auspices of the Quebec Provincial Government?—A. Yes, sir.

Q. Do I understand also that that hour was organized before the setting-up of the Radio Commission?—A. Yes, sir, three years before the setting-up of the Radio Commission.

Q. And you have been director of that hour for over four years?—A. Yes, sir.

Q. Now, as director of the Provincial Hour, which is controlled by the Provincial Government, can you tell the committee whether you have had any even slight differences of opinion or difficulty with the commission?—A. No, sir, much rather co-operation.

*By Mr. Beynon:*

Q. I would like to ask you one question, Professor. You stated that you felt that the Trans-Canada broadcast had brought the different parts of Canada together. I think the Chairman asked you if it had not brought the rest of Canada in better harmony with Quebec.—A. Yes, sir.

Q. And your answer was in the affirmative, and I was just wondering on what you base your answer, what evidence have you got? I would be interested to know that.—A. I will endeavour to answer very shortly, if you wish, because you probably know all there is to know on this question.

Q. I do not and I am very anxious to know, doctor.—A. Well gentlemen, I am a Quebecer, as was said a few minutes ago, and I am a French Canadian, and I think I can say without boasting that I am a good Canadian. My feeling in the matter is that we must build up this country of ours. I do not know how you gentlemen feel, but I do feel that we must build up this Dominion, and we must build it on something that is not purely economic. There must be some kind of unity—national unity. I have been working on this for twenty-five years; it is a very very hard task, if I may say so; it is something like a trail

in some kind of forest, but still I think we can accomplish our object in the not too distant future. And we will come to it through better understanding. Of course, there are bound to be here and there differences of opinion; but I believe that this country should be built on the British North America Act of 1867. In that Act there are two articles 93 and 133. To what extent those two articles apply is a matter of opinion, but to some extent they mean co-operation between two races, and I do say that the two races that inhabit this country should understand one another better from now on. Perhaps you gentlemen of English origin do not come across French Canadians enough, and perhaps we ourselves have not come across English Canadians often enough to understand one another better. But now we have the radio, and I do not think a listener should turn off the radio simply because of prejudice. I do not mean that in an offensive way, but they should listen in with some kind of sympathy, and I feel sure that the English speaking part of this population of ours would, through the radio, come to a better understanding, and would come to know that we are interested in art and education, and political unity, and that we are ready to co-operate for the building up of this country. I do believe that radio broadcasting is a means of bringing more closely together all the elements of this country. Through that medium we will get to know each other better, and it will be all for the benefit of the Nation as a whole. I may be nothing but an idealist, but I think that is possible in the future, and I think it is most important for our Dominion because our Dominion must have some character of its own being close to the United States, and these characteristics of our own must be French and English or English and French, because we find in the English and in the French those traditions that go towards the building up of any country.

Q. Doctor, I might have difficulty in persuading some of my colleagues, but I do really agree heartily with what you say on the question of building up the country on a basis of harmony and mutual understanding, but I think you missed the point of my question. Here is my question: I believe that the better understanding of any two races who have to live together is the fundamental thing on which the country must be built, but what I wanted to know was, what evidence or in what way has it come to you that radio broadcasting had tended in that direction?—A. I have no evidence, sir, to offer from the other provinces.

Q. That is what I was wondering; I was very anxious to know if you had.—

A. The only thing I can say is, it is not Canadian it is American, for I heard that in New York these programs of ours were listened to with great interest.

Q. I was very glad to hear your reference to the British North America Act. You are very sound on that, and I quite agree with you.

*By Mr. Garland:*

Q. May I ask the Professor, if he has any opinion as to the advantage of establishing advisory Provincial councils to co-operate with the commission in the preparation of programs and inter-relate the activities of the province with the whole?—A. Well, I will put frankly my opinion before this committee for what it is worth: I think committees should be organized; either a Federal committee under the jurisdiction of the commission, or Provincial committees, because you cannot expect three men as members of this Radio Commission to do all the work; it is impossible, and you must have some kind of a committee to work under the direction of the commission. I believe also that the commission could organize, in some way, a company, a company if I may put it shortly to make money during the day. I understand, gentlemen, that this commission works only at night, from six until eleven or half past eleven. What is going on during the day? Nothing. The commission, to my mind, needs money. Why not make money during the day, and if you organize provincial committees, which should be done, you might also organize a joint stock com-



pany to make money during the day in order to produce ordinary and commercial programs, and in the years to come perhaps you may have what you have now, but I think you started on something that we should try to realize in the years to come. I think committees should be organized in all the provinces.

Q. Would you agree that the personnel of these committees should be fairly representative of the occupations within the province?—A. Certainly, sir. Any such committee should be fairly representative.

Q. And should not be on a salary basis?—A. No, sir. They might have tea, of course; the commission might pay for the tea at five o'clock. That is what they do in England. They have tea together at five o'clock and then they listen to some of the artists, and the programs are prepared six or seven weeks before they are broadcasted. That is the way it is done in England and you will admit that it is a huge success.

Q. We have a much greater geographical problem to deal with than they have in England.

*By Mr. Gagnon:*

Q. Do I understand that for the last ten or fifteen years the relations between the various Canadian universities have become closer and closer?—A. The relations between the various Canadian universities have become closer and closer in the last fifteen or twenty years, and it is perhaps the happiest move that has taken place in this country. We have to co-operate and endeavour at all times to move forward and bring about some kind of unity, and this co-operation has been going on for many years.

Q. You stated in a very eloquent and delicate way what, in my humble opinion I consider to be the basis of the unity of the people. May I ask you if the opinion you have just expressed represents the general view of all university men in Canada or the majority of them?—A. Fully the majority of them.

Q. Then if that is so—and I assume it is right to say that university men constitute the elite of Canadian people and thought—it goes to show that there is evidence of a better understanding between the races in Canada.—A. There is more to come, sir, but certainly there is evidence of better understanding in this country.

The CHAIRMAN: Are there any further questions?

Witness retired.

The CHAIRMAN: We have here, gentlemen, Mr. C. M. Pasmore who represents an advertising agency in Toronto—Campbell-Ewald I believe.

C. M. PASMORE, called.

*By the Chairman:*

Q. Mr. Pasmore, you are connected with the advertising business I believe?—A. Yes, sir.

Q. And you have some comments to make to the committee?—A. Yes, sir. I would like to register this, sir, that any views that I express, any comment I may have to make, will be all more or less from one attitude, and that is, that democracy in the choice of radio entertainment and in the provision of radio entertainment is just as important as in any other thing in life.

There are approximately a million homes in Canada who up to the present time have spent something in excess of \$125,000,000 of their own money for radio receiving apparatus, in addition to which three-quarters of those people at the present time are spending a million and a half dollars a year for licences. Consequently, it is my view—and I may be wrong—that the people who are spending that money have the first and only right to say what shall be sent to

them on the air. I just wanted to preface my evidence with that, so that you would have a clear idea of my view-point.

Q. Why do you say three-quarters?—A. I understand that there were only 750,000 licences sold.

*By Mr. Beynon:*

Q. The rest didn't pay their licenses?—A. I have given the number that bought licenses, I think it was around that.

There has been a lot of criticism about broadcasting in Canada for five years, and I think most of it has been unfair—I consider that it was unfair—from my own experience in broadcasting. At the time your committee met two years ago a lot of views were expressed at that time, very critical of broadcasting as it was being conducted at that time in Canada, and from my own knowledge of the game. I consider that most of that evidence expressed the personal prejudice of the critics through complete lack of knowledge of the practical side of broadcasting, and it was extremely unfair criticism. I imagine that at the present time, most of the criticism that is being made of the commission is equally unfair and is based on ignorance of what the commission is up against in operating. There are two phases of commission activity: the first is their regulatory activities; and the second is their operating activities. I would like to take them in order. The regulatory function in turn may be subdivided into two sub-headings: first is technical regulation—that is the situation in wavelengths and everything pertaining to that; the other is principally their censorship of advertising and programs.

Under the technical regulation we have heard a good bit of criticism about the wavelengths, and of these having been changed to the disadvantage of the listeners. You always hear of complaints, you very rarely hear of improvements. It does not matter what change you make in a station wavelength, some listener is not going to get that station as well as he did before; some listener is going to get it better. That is absolutely inevitable. Here is a letter which will illustrate that very point: "We get your station much better now, since you've got your new power, although CJRM have always been good. My neighbour two miles south of me cannot pick up your station, while he gets Saskatoon real good. Last year we got CFQC, Saskatoon, good."

Q. Where is that letter from Mr. Passmore?—A. Dinsmore. Some listeners would get it better while some would get it worse. Another thing that has to be considered in connection with this criticism of wavelength changes is that there is bound to be interference with Canadian stations, except those that are on absolutely clear channels, and even with those to some extent. I do not know whether you have had it pointed out to your committee, that the total power of all stations combined in Canada is scarcely more than the power of one single normally large station in the United States. When you take that into consideration, it is easy to understand why Canadian stations get so much interference, and it does not matter what you do to your wavelengths, you are bound to have a certain amount of interference. Col. Steele would be a miracle worker if he could avoid it on the present power of your stations.

I should like to take Saskatchewan as a specific example, because I think it has been brought up before—in fact it was brought here two years ago. We had a map prepared for you at that time in which we showed receipts of letters from all stations combined in Saskatchewan. On this occasion while we were using four stations in Saskatchewan, we have had the mail from only two of them broken down, and we have broken down these two stations separately showing where their mail was received from, also showing where complaints and favourable comments were received from. One of them is Station CFQC.

*By the Chairman:*

Q. What station is that?—A. Saskatoon, and the other one is Station CJRM, Moose Jaw. The red circles on this map show the places from which the letters of complaint concerning the wavelength have been received. The field is fairly limited for Saskatoon, and fairly scattered. They apparently have spotty coverage. You will notice that these dots vary in size, that is to indicate the number of letters received from each point. On this map some of the individual spots are fairly large, and this indicates pretty spotty coverage, as there are a lot of spaces in between.

Mr. WRIGHT: Mr. Chairman, don't you think the witness had better put that map on the wall so that we can all see it.

The CHAIRMAN: I am afraid it is rather small for that. As soon as he completes his explanation, we will have it passed around so that members may see it.

The WITNESS: With the explanation I am giving I think you would be better able to understand it.

This second map shows what we call fairly complete coverage. I think the principal criticism which I have heard—but it is none to speak of—has been about CFQC in Saskatoon. Now, this CJRM map shows the places from which complaints have been received, and in every case but one these places are sufficiently far from Moose Jaw that it would be really surprising if the station did give perfect coverage; it would be surprising if we did not get some complaints within that area—but these 8 places represent one letter each from the only eight towns from which we received any criticism at all; and in reading these letters we have rather leaned backwards in the way of interpreting what constitutes criticism.

*By the Chairman:*

Q. Where is this station located—at Belle Plaine?—A. Yes—just outside of Moose Jaw.

In contrast with the complaints we have—you see the asterisk, a sort of halo around these dots?—those are the places from which we have received some favourable comments; and they contrast with the eight letters of criticism. There are twenty-six letters containing favourable comments. These are all voluntary—we did not make any efforts to get any such material at all. It just happened. There were thirty-four letters out of some 2,200 which made some specific comment—good or bad—concerning the coverage of the station with its new wave lengths. As I say, the ratio of complaints to favourable opinion is the ratio of 8 to 26.

*By Mr. Beynon:*

Q. Where do you live?—A. In Toronto.

Q. Your evidence would be then that the wave lengths of stations in Saskatchewan is satisfactory?—A. I would say that in Southern Saskatchewan as far as I can see from that, it would be moderately satisfactory. The principal possibility of dissatisfaction, I should think, would be in the fact that this wave length is off the dial of some radio sets.

Q. Have you been in Southern Saskatchewan much?—A. Have I been there much? No, sir.

Q. Have you been there at all?—A. Lived there three and a half years.

Q. Not recently?—A. No.

Q. Would you be surprised to know, Mr. Passmore, that I drove on an average of probably two to three thousand miles a week through this portion of Saskatchewan, and I found the people up in arms over the wave lengths; would you be surprised to know that?—A. Yes, I would, sir.



Q. That is a fact. Any man who comes here and tells me that the wave length of the station in Southern Saskatchewan is correct, I am prepared to tell him that he does not know the first thing about what he is talking about?—A. I can only say what we get in our letters; as I am telling you, from the standpoint of our mail, it is rather satisfactory.

Q. That is better; you said the wave lengths were satisfactory, I know it is not satisfactory, I know it is very far from it?—A. From the standpoint of the mail, and that is all we have to go by; you hear from both sides in that case, and from the standpoint of that mail—I would just like to make a comparison between the 2,200 letters that we received from that station in Southern Saskatchewan, and a little over 6,000 which we received from two stations in Montreal in the most heavily populated centre of Quebec province, with a population within their area of certainly more than 2,000,000 people. This Saskatchewan station brought in one-third of the mail that these two stations in Montreal brought in combined.

*By the Chairman:*

Q. What does that prove, that they are better letter writers?—A. No—we find that there is not very much difference between one section of a country and another in letter writing. We think, as far as we have been able to find out from telephone tests checked up against mail tests, that the best we can do is to draw one letter for every ten sets listening in. That is a very high average.

Q. Is that the method that you adopt to determine the stations which you would use for your advertising matter?—A. We have not used it that way yet, but I think we are going to next fall.

*By Mr. Wright:*

Q. I wonder if we could have samples of these letters from Southern Saskatchewan, which comment favourably on these wave lengths, because I agree with Mr. Beynon that the situation there is not satisfactory.

MR. BEYNON: Let us have some of them. I travelled a good deal through Southern Saskatchewan and I did not hear any favourable comment, it was all the other way.

THE WITNESS: I will read only the parts which have a definite reference to that, if I may:

"Reception over the new station CJRM at Moose Jaw is clear and sharp with no interference in this locality. Improvement can be made in one way, that is by broadcasting first period also."

That has reference to the hockey program.

*By Mr. Beynon:*

Q. Will you give us the name and date of that letter?—A. That letter is dated January 8th, 1934: signed by Irvin F. Musselman, of Tyvan, Saskatchewan.

"Always listen to hockey games from your station, because you have no interference from other stations"

This is from Gordon Donaldson, Parry, Saskatchewan.

Here is one dated January 10, 1934, from Artland, Sask.:

"We would also like to tell you that we hear your station all during the day since you have been on the new wave length. We hope you stay there, as we used to live in Moose Jaw, and hearing the station gives us much pleasure". That is signed, Charles Hall.

Here is another one from Shellbrook, Sask., dated January 24, 1934: "Being a regular listener of your programs I might say that this winter we have been getting the very best of results from your new wave length. I am not in any

way bothered from cross talk from KFYZ I have been receiving the General Motors Hockey broadcasts from Toronto every Saturday night, and would like to get a copy of the guide as offered on their last program”.

Q. Are these in answer to a questionnaire?—A. No, we invite people to write in for a copy of the hockey guide, but we do not invite them to make any comments at all; all they do is write in to get a copy of this guide and these people make voluntary statements concerning Saskatchewan.

Here is a letter written from Hincheliffe, Sask.; Jan. 9, 1934: “I want to congratulate you on your new channel. Your station comes in 50 per cent better now. We are constantly listening to your program. We get your station better than we get Yorkton, which is 70 miles away”. This is signed, Westie Hawkins.

“We as a whole in this community appreciate very much CJRM joining the hook-up as that is the only clear channel we can get the General Motors Hockey broadcasts over. CHWC and CKY both have too much interference and both fade a lot.” That is from Ralph Schultz, Mount Green, Sask.

Here is one from Radville, Sask., no date, but received in our office on January 15, 1934, signed by Joe Cook; and the post script reads “Hockey program comes in fine over the radio. CJRM is a very interesting station which I listen to nearly all the time.”

From Bridgeford, March 5, 1934, signed by J. Kennard: “I want to say that the hockey broadcast by your station comes very good on my radio”. That is all from that.

From F. Gaillard, Box 32, St. Brieux, Sask., dated March 5, 1934: “Your station comes in very well on the present kilocycles. No interference whatever, in fact it has all previous places beat. My advice would be to stick to this 540 kilocycles.”

*By Mr. Beynon:*

Q. I was just wondering why they were advising you to stick to that?—A. Well, he has one of those sets which is getting better reception.

Q. I was wondering why people would volunteer that advice. It would seem to indicate that some request had been sent out, or something asked over the radio?—A. We would have had a flood of them if there had been.

Q. That is a prognostication on your part?—A. Out of 2,200 of them, 2,200 people who sat down to write in, if there had been any request for special comment of that sort, I would say probably 50 per cent of the 2,200 would include some little comment of that sort.

*By the Chairman:*

Q. 2,200 wrote for hockey guides?—A. Yes, to this one station.

*By Mr. Gagnon:*

Q. What station do you refer to?—A. CJRM.

Q. At Belle Plaine?—A. Yes.

Q. Is it not a fact that the use of 540 kilocycles by the Belle Plaine station did not begin until early in December, 1933?—A. I don't know the date. All these letters are subsequent to December. They are all January or later.

Mr. McKENZIE: I noticed that, Mr. Chairman. The complaints that I referred to were last summer, during the summer. I have no reference to these, because I had left home.

*By Mr. Gagnon:*

Q. If it is proven that the use of this 540 kilocycles began in late December, 1933, these letters would be an indication that the situation has improved with respect to broadcasting and coverage?—A. Yes. Here is one here from C. P.

Rothbery, Mont Nebo, Saskatchewan, dated March 5, 1934, in which he says: "The hockey games broadcast through your station comes in as clear as a bell, and we all enjoy them in town. Thanking you for the many entertaining days—"

Here is one from Mr. and Mrs. Peter Douglas, Fairmount, Saskatchewan, dated January 8, 1934: "We very much enjoy the hockey broadcasts put on the air Saturday evenings, and we hear them always best from your station, there being noticeably less interference at that point."

From E. A. Kirkpatrick, Nut Mountain, Saskatchewan, dated January 7, 1934: "I never miss your hockey broadcasts on Saturday night, and it sure comes through with plenty of volume since you increased your power. You are the only station (Canadian) on the dial without some kind of interference at night."

Here is one from W. F. MacQuarrie, Roche Percée, Saskatchewan, dated January 15, 1934: "I might say that all your programs come in here A-1 and are well received, especially the Army and Navy Sunday programs."

Here is one from what looks like Arelee, dated January 18, 1934, from Ralph Clark: "CJRM is at present the only Canadian station we can depend upon for giving service without any amount of interference. Hoping that Mexico, et cetera may stay clear of this channel."

Here is one from C. J. Kent, 322 Tenth street, Medicine Hat, Alberta—and there is no date on it, but it was received in our office on January 29th. He says: "I may say your station is the only one from which I can depend on hearing the Canadian Radio Commission programs all the time. I found your present wavelength at the bottom of the dial by accident, and I think many others don't know where it is. It would do them good to know."

Here is one from Alf. Currall, R.R. No. 1, Semans, Saskatchewan, dated January 20, 1934: "We also would like to say that we notice the great improvement in CJRM. Your station is very much clearer and twice as powerful. We want to thank you for your real good programs, and for your market broadcasts, weather news et cetera."

Here is one from Beadle, Saskatchewan, dated January 27, 1934, from Claude L. Williams, in which he says: "CJRM is very plain the last few days, plainer and louder than when the station was changed a short time ago."

Mr. GARLAND: Is that not enough, Mr. Chairman?

Mr. AHEARN: I second that.

The WITNESS: They are all pretty much the same.

The CHAIRMAN: May I say as one who knows something about the 540 kilocycles in the city of Windsor, when 540 was first put in, there was a good deal of difficulty with a lot of sets, because it was just at the very low part of the dial and many sets could not get it. After the wavelength had been in Windsor for some time, most of the sets were adjusted to get it. 540 undoubtedly is the best wavelength on the whole dial, as far as signals are concerned, for those sets which can get it. All new sets, and all sets that are at all up to date, get a louder signal from that particular wavelength than they do from the others. Since the change in Windsor, there had been a very marked contraction of the distance that the Windsor station can be heard, but I can quite understand that. I think it is quite fair to say that any sets which are not of a later date or re-equipped for that particular wavelength, would have difficulty in getting it. I am speaking from knowledge of the wavelength because we have gone through all of this in the city of Windsor. I think we would be very loathe to part with the wavelength in Windsor, once it got established, because, it gave a very much greater field where the station could be heard, where the sets are either new or are equipped to get the wavelength. I think that is a fair statement to make.



Mr. BEYNON: I don't think there are any of them letters within 100 miles of Moose Jaw.

The CHAIRMAN: That may very well be, because it is a much louder signal. They would not get it before, and they would get it after they got into this if their sets were equipped to get it.

The WITNESS: Strangely enough, there are several places in that lot—have you seen the map—there are several places in the lot from which we received both a complaint, either a direct complaint or an inferential complaint, and also one of these letters of commendation.

*By the Chairman:*

Q. Which would prove that it depends on the set?—A. Very much so.

Q. And the locality?—A. Yes.

Q. All right. Go ahead?—A. I would like to add to that that advertisers in Canada are just as much interested as the commission is, or as parliament is, or as the listeners are, in getting coverage. I think that, to some extent, effective coverage and freedom from interference depends on station power. As I pointed out before, the total power of all stations combined in Canada is very little more than that of one big station in the United States. I think possibly when that situation is corrected by increasing the power of some of these stations, if it can be done—I don't know whether it can or not—you will have an awful lot less complaint concerning interference.

There have also been some criticisms of the commission with regard to their regulatory activities, in the matter of the censorship of advertising. I think that, in the main, these complaints probably have been largely that the commission was not doing enough of it, or was doing too much of it. I am going to have a suggestion to make concerning limitations in time on advertising. I won't bring that up just at the moment. In the matter of subject matter, I would like to suggest this to any of you who have the opportunity—that you listen in to some of the patent medicine and some of the investment programs that come from American stations, and then listen to some of the patent medicine and some of the investment programs that are being handled over Canadian stations at the present time. If you do that, I won't need to make any comment at all on the way that the commission is handling the situation here.

Mr. BEYNON: I don't think, as far as we are concerned, we have heard any complaint of the commission's censorship of advertising. It has all been favourable?

The WITNESS: It has been favourable?

Mr. BEYNON: As far as I recollect.

The WITNESS: I think it should be.

Mr. BEYNON: I think everybody is agreeable that they have done very good work there.

The WITNESS: It should be favourable. There has been, I understand, from individual advertisers some complaint because the commission has blocked them from what is called the key hour of the evening, so far as national broadcasts are concerned, the nine to ten hour. Well, as I understand it, this commission was appointed, in the first place, to see that every part of Canada got broadcast entertainment of at least a reasonably good quality; and as an advertiser or representative of advertisers, I can understand why the commission would not want to surrender that hour to one of us if we were not willing to put out the broadcasts to every part of Canada. But I do think that, in future, the commission might at least give some consideration to the suggestion that where an national advertiser comes with a sufficiently good program, a program that would meet with the commission's own approval in Canada, and where that

advertiser is willing to carry it to every part of the Dominion, the same as they are doing with their own sustaining stuff, they should at least consider the advisability of permitting the advertiser to supply that entertainment for that hour, the commission using the money it would save from that hour to provide either better entertainment or more entertainment at some other hour.

*By Mr. Garland:*

Q. Why do you mean by saving money?—A. Well, for example, from nine to ten o'clock Wednesday evening, the commission has a well known program at that hour—nine to ten eastern standard time. If some big advertiser came along and wanted to broadcast a program from nine to ten o'clock eastern standard time over the Canadian network, and it was sufficiently good in quality, then the commission would save the costs of the line, the cost of the stations for that time, and the cost of talent. It would not have to put anything on at that time when the other hour was being put on and supplied to the whole of Canada.

Q. Would there not be a real difficulty, that in order to enter into such a practice with an advertiser, it would involve a contract?—A. No, not necessarily.

Q. Do you think an advertiser would be willing to accept a week to week arrangement?—A. No, there does not need to be a contract at all. All the commission has to do is release its contract so far as that hour is concerned, release the station from its broadcast with them for that hour, thereby permitting the advertiser to make his own private contract with those stations and with the line companies, to take up the time.

*By Mr. Ahearn:*

Q. How much would they save, if they released them?—A. It all depends on what they are putting on at that time. They would save the whole program costs. That would be one saving. They would save whatever they are paying the stations—and that is the commission's business I unfortunately don't know what they are paying stations for that good hour of the time. They probably would not save their line costs because—well, I don't know the nature of their contracts with the line companies. I imagine that it is a case of bulk purchase, but that the line companies probably would permit a transfer of that network time to some other hour that the commission is at present not using.

*By Mr. Garland:*

Q. Who would pay for the line costs?—A. The commission—you mean on advertising programs?

Q. Yes?—A. The advertiser himself, as he always has done.

*By Mr. Wright:*

Q. That privilege is denied at the present time, is it?—A. I believe so. It is a matter of policy.

*By Mr. Beynon:*

Q. Your suggestion is that the commission give consideration to your suggestion?—A. That is all. I am just throwing it out as a suggestion.

Q. That that policy be modified to that extent?—A. Yes. Now, there has also been, in addition to the criticism of the directional—no, that is not the word I want—of the regulatory activities, a certain amount of criticism of the commission's operating activities. I think that in this case, as in the other, most of that criticism arises from an almost total lack of understanding of what the commission is up against. In the first place, we have heard from some parts of the country a certain amount of criticism concerning the dual language

question on the air. Partly, that is a question of policy concerning which I have no business to say a word and do not intend to; but partly it is a question of money. If the commission could, at any hour of the week, produce two first class programs, one in English entirely, one in French entirely, and put them out over the networks of stations where they would reach the population speaking only the language of the program, I imagine—I don't know, but I imagine the commission would probably do that most of the time. It has not got sufficient money. It has not even got sufficient money to produce one really first class program a night, and maintain a schedule of four hours' broadcasting a night. Consequently it can hardly be expected to produce two. So from that standpoint, when the critics are criticizing the commission from the standpoint of their handling of the language question, they must make allowance for the fact that the commission is cramped very badly financially.

Q. I don't think that solution would work out.—A. Well, I am not suggesting that it would.

Q. Because I think you are overlooking the fact that in all sections of Canada there is an element of French-speaking people. In a section of the province of Saskatchewan there is a certain French-speaking population; in the province of Manitoba there are more; and in the province of Alberta there is also a French-speaking section of the population?—A. Making allowance for that, I think it perhaps would not be necessary to carry so many English programs into Quebec, and it perhaps would not be so necessary to carry so many French programs into the other sections.

Mr. BEYNON: The scheme you suggest is broadcasting a whole program in English to the English speaking population and another one in French to the French speaking population. That could not be done because of the fact that there is an element in each of the provinces, in each locality that speaks French.

Mr. GARLAND: There is another real difficulty. That is that in most of the western provinces anyway, there is only one powerful station that is carrying commission programs at the present time. It would involve the problem of another station equally strong.

The WITNESS: You mean in Saskatchewan?

Mr. GARLAND: Take Saskatoon, for example; CJRM would be taken up on which program?

The WITNESS: Well, I was not suggesting that both programs should be broadcast all over Canada; merely that that would be one way of broadcasting fewer French programs in English-speaking Canada, and fewer English programs in French-speaking Canada.

Mr. GARLAND: Oh, I see.

The WITNESS: With regard to program quality, there is an awful lot of criticism about that. I may say that we run across a certain amount of it in this mail that we received on these hockey guides this winter. But there again, it is largely a question of money. The commission at the present time, I think—one of the commissioners may be able to check me up on this if my information is not right—is broadcasting say an average of three hours on an average of 30 stations per night. Actually they are producing four hours or more of programs. But many of those hours of programs are produced only on a few stations. A few of them are produced on very many stations. But probably it would be fair to say that they are broadcasting an average of three hours a night, on an average of thirty stations. That makes an average of 90 station-hours a day, or an average of around 33,000 station-hours a year. From five years' experience in broadcasting I could tell you quite definitely that you cannot produce first class entertainment in Canada for less than \$100 per station-hour.



*By Mr. Ahearn:*

Q. How much would that amount to in a year on the figures there?—A. That would amount to three and one-third millions, approximately. But it would not be necessary for the Commission to spend that much. The Commission, through mass purchasing of lines, through getting a certain number of stations, time free, and paying a privileged rate for others; and through getting artists at a more favourable rate in many cases than advertisers can buy them for by these means, the commission might—I do not say that it could—it might reduce the cost by one-half. In other words, the Commission might be able to produce and distribute in Canada first class broadcast entertainment for \$50 per station hour; but that would be the irreducible minimum of cost. \$50 per station hour would come up to \$1,650,000 a year.

Q. That is just the cost of programs?—A. No, sir; that includes programs, lines, stations—where they need to pay for them—and operation.

Q. And administration?—A. And administration. But that would be, as I say, the irreducible minimum. At the present time they have less than two-thirds of that, and there are certain irreducible overhead costs that are just as great on a \$1,000,000 expenditure as they would be on a \$1,650,000 expenditure. Consequently, if an additional \$650,000 were available, the bulk of that—not all of it, because the Commission is short-staffed now—but the bulk of it could go into programs preparation and production.

*By Mr. Beynon:*

Q. Don't you think you are rather complimentary to the Commission to think they could cut the advertisers' cost in half?—A. No. This is just one little peculiarity of the way the line companies fix their rates. If you want to buy one hour a week from them—we will take the old rates—suppose you want to buy one hour a week from the line companies from Vancouver right through to Halifax or Sydney, it would cost approximately \$1,000 for that hour. If you wanted to buy eighteen hours a day from them, every day of the week, it would cost approximately \$1,500 a day. In other words, the \$1,000 per hour rate drops to less than \$100 an hour if you buy enough time. Now, a commission by buying approximately four hours an evening, every evening, is able to get from the line companies a very favourable rate.

Q. What do the advertisers pay now?—A. They can go across the country and take quite a liberal network of stations for between eight and nine hundred dollars. I have not got the exact figures with me.

Q. That is an hour?—A. Oh, no, wait a minute; I am speaking of the one and a half hour rate. The one hour rate would be around \$700.

Q. Now, do the advertisers buy just by the hour?—A. They have to.

Q. They do, as a matter of fact?—A. Yes. Of course, if two advertisers got together and happened to have the same advertising agency and wanted to buy two hours jointly and split the cost between them, I have no doubt the line companies would sell the agency the two-hour period and each advertiser could chip in half and could materially reduce his costs; but, on the other hand, there are not two successive hours of usable national time. There is only one hour of usable national time on week days. That is between nine and ten—the "key hour"—eastern standard time.

Q. Oh, I see. So that is all the profitable time there is for national broadcasting?—A. It is the only hour when you can count on a moderately good audience in Vancouver, a moderately good audience in the Maritimes, and a first-class audience throughout the rest of the country.

Q. I see. That is the reason that is done?—A. The difference in the number of listeners between the hour of five and six o'clock and the hour of six and seven o'clock is quite appreciable, and there is another very appreciable increase after seven o'clock. As you get into the hours of the evening the listening audience increases very materially.

Q. I was wondering why the Commission would be able to buy artists so much more cheaply than the advertisers?—A. I do not say so much more cheaply. But for solo artists, I have heard from the artists of some of the fees they were getting, and it seemed to me that they were a little lower than the advertisers were paying. You can understand that if the artist is selling his talents for commercial purposes, he wants to be paid a fair fee for them, and if he has one or two such jobs a week and the Commission comes along and says, "We would like to use you on a Sunday evening program for fifteen minutes with an organ or piano, what will you take?" it is so much found money. If it is not a commercial program, and nobody is going to make any money off it, he will probably be willing to accept a fee somewhat lower than he would accept from commercial sponsors, and the commercial sponsors are well aware of that and do not object to it.

Q. The reason I am questioning you particularly on this is that we had some very rosy pictures painted in 1932 and the paint has run a little in the meantime?—A. I think those pictures were, in many ways, a little too rosy; but at that time, sir, I was one of a group which warned the committee that the costs would be somewhat higher than you had been estimating, and I think that that is beginning to be understood now; although, in the meantime, from the Commission's operating experience, I can see where it will be possible for the Commission to do rather a good job on considerably less than we thought at that time would be necessary. Unless, of course, it goes into the business of establishing and maintaining a network of high power stations right across Canada. In that case your costs are going to go skyhooting.

*By Mr. Ahearn:*

Q. Will you explain that skyhooting business; how are the costs going to go up?—A. Well, a 5,000-watt station can be run for a certain number of dollars per year. I will not attempt to tell you how much, because I have not got the figures. It has been pretty well established that a 5,000-watt station can be run for so much; a thousand watt station for so much, a fifty thousand watt station for so much; but the fifty thousand station is going to cost you considerably more than ten times as much to operate in the course of a year as the 5,000-watt station, and it is not going to give you ten times the coverage. Nevertheless, for intensive coverage it may be necessary sooner or later to put up a few 50,000-watt stations.

*By Mr. Wright:*

Q. You say that money is the main object, and the amount you mentioned is beyond the ability of the country to pay for the next few years. You also buy programs. If the Commission bought your programs and took the best stations from coast to coast that are presenting two programs, all based on an hourly basis, and made them compete for their place, and granted them lines from coast to coast for a lesser hook-up, don't you think the Commission could serve the country better?—A. You are speaking of sponsored programs?

Q. Yes.—A. I believe there has been a very definite reaction against subsidizing the sponsored program.

Q. They would have the hook-ups from coast to coast; they could rent them if they could not subsidize them. The cost of the hook-up has been the great obstacle in the past to the giving of better programs?—A. You mean for the Commission to release its station network, station line time, to private sponsors at a profit to the Commission?

Q. Yes. They could set a fee?—A. I should think that would be highly desirable if that could be accomplished.

Q. They could do all the selecting. They do not need to produce programs on that old basis. The stations they have they could give back to the present owners, and I claim we would have a much higher standard of program than the Commission could expect to have by producing those programs themselves?—A. That was one of the recommendations that was placed before the committee, sir, by the Association of Canadian Advertisers two years ago—that the Commission should constitute itself a means of providing the sponsor with station line time at a lower rate than those sponsors could possibly purchase it by going out into the market and buying station lines individually. By making the operation cheaper for the advertiser, the advertiser without any additional expense, could even be able to carry his program to every part of Canada, and would be establishing, so far as that hour was concerned, what the Commission was created to do; namely, to provide entertainment for every part of Canada.

Q. Beyond providing the entertainment, my contention is that there is no occasion in the world for the Commission attempting to produce programs. Their efforts so far would quite convince me that they have accomplished nothing in that direction. What is your judgment on that?—A. Well, I have listened in to some Commission programs, sir, and in regard to those programs I would agree with you; again, I have listened in to a good many on which I would not be inclined to agree with you; but the opinions we are discussing are your personal opinion and my personal opinion and, perhaps, the opinions that each of us have heard from a comparatively small group of people. Now, I intend to bring up a suggestion a little later in evidence, if I may, which would have the effect of settling that matter for all time, in a way which would permit of no reaction against the Commission—that is, provided the Commission were given sufficient money to produce a good variety of sustaining programs.

*By Mr. McKenzie:*

Q. We had a witness before the committee on the 18th of April, and he gave us certain information. I will just read what his opinion was. It appears on page 185 at the bottom of the page:—

Despite the fact that it was claimed the Canadian Radio Broadcasting Commission would overcome certain air abuses, the situation to-day is just about the same as it was before the Board took control (except that there are a few more "scare" advertising programs to be heard). Advertising was to have been cut to a 5 per cent maximum, but despite the fact that the Board has complained about the odd program here and there, the fact remains that the Commission's own station, insofar as Toronto is concerned, is the worst offender in this connection.

Q. What is your opinion with regard to that?—A. That was perhaps a slight exaggeration—nevertheless, to some extent true—up to some time last fall, I cannot tell you when. The commission, during the fall or winter, began to close down on its own station in Toronto, which is the only commission station I can hear regularly. The commission began to close down on that station very severely. I listen to that station more than to any other; and being interested in the 5 per cent limitation and how rigorously it was being enforced, I did pay specific attention to that point. I noticed that they cut down very materially on their spot broadcasts; they just about eliminated them. In fact, from 7 o'clock on in the evening, I do not think I have heard a spot broadcast on a commission station in Toronto. Not only that, but on programs which ran over their 5 per cent limitation in advertising, and which used to run very badly over the 5 per cent limitation, the commission station now cuts in on American broadcasts as they come to them from the N.B.C., and substitute spots written, I suppose, with the advertisers approval, for use in Canada, these shorten the



advertising down to a point that, if it does not get strictly within the 5 per cent limitation, comes I think very close to it. So that, while that statement might have been true to some extent at one time, it is not true to-day.

*By Mr. Wright:*

Q. It would be only natural for the station to protect its own interests by trimming its advertising so that it would not be objectionable to the listeners?

—A. It was the commission station that did it, sir.

*By Mr. Beynon:*

Q. Do not you, as an advertiser, endeavour to keep your finger on the pulse of the public, and keep your advertising down so that it will not offend them?—

A. Yes. May I give you a reference to that, sir.

Q. Yes; I should be very glad to have it.—A. In a recent telephone survey conducted in Montreal, we did as we have done previously on other surveys. We kept a record of the exact time at which each telephone call was made. We made note of the time when the second period of play ended in a hockey broadcast, and when the third period started. The period in between those two points was intermission, and advertising comes in the intermission. If people want to ditch the advertising, the simplest way for them is to tune out at the beginning of the intermission, to some other program and to tune back again 10 minutes later when the two teams are just about ready to come on the ice, the interval between periods being 10 minutes. This is what happened down there. This is a report from our research department. "After breaking down the results of the Montreal telephone survey to discover audience loss during the main intermission of the hockey game when the advertising is broadcast, I find that there was no appreciable loss. The intermission was from 9.40 p.m. to 9.50 p.m., and during that time a total of 93 calls was made to English speaking people. From 9 to 9.40 p.m. 21.2 per cent of the calls were listening to the Montreal hockey game. Between 9.40 and 9.50, the intermission, that total grew to 22.6 per cent listening. And from 9.50 to 10 p.m. 30.3 per cent were tuned in. Hence it can be seen that the listening audience increased from the start of the game, through the intermission until the end." Note the words "Through the intermission." "Any loss during the intermission could only be a loss in the rate of increase in the listening audience, which is impossible to judge from so small a survey."

*By Mr. Garland:*

Q. I wonder if on that particular question the witness would say that the advertisers in the United States over the network programs in that country, have been as considerate of their listeners' prejudices as we have been under commission regulations in Canada?—A. I am positive that they have not been as considerate.

Q. There is nothing more heartbreaking, if you are listening to the first half of a symphony orchestra, to hear somebody cut in and recommend tripe and pigs' feet as being a good dish for supper.—A. I think this also shows that if the advertiser is reasonable in his demands on the public attention, generally speaking, the listeners are gracious enough to give him his chance.

*By the Chairman:*

Q. Is the 5 per cent rule an aid or disadvantage to you as an advertising salesman in dealing with your advertisers?—A. I cannot find that it has affected us one way or the other.

Q. Is there or was there a greater demand for more advertising than 5 per cent prior to the 5 per cent rule?—A. If there was I did not hear it.

Q. You were in this business before the 5 per cent rule came into effect?—A. Yes.

Q. Was there a tendency at that time to use more than 5 per cent for advertising?—A. Yes, and I am afraid sir, that, as I told you when the committee sat two years ago I was unfortunately one of the worst offenders.

Q. Exceeding five per cent?—A. Yes.

Q. Since that time have you found any difficulty in conforming with the 5 per cent?—A. No. I have one suggestion to make. When I say I have no difficulty in conforming with the 5 per cent, I should like to register the fact that the bulk of my experience is on long programs, and in connection with the limitation I have a suggestion to make later on which would only modify the existing rule to, I think, a very slight extent, and which I would like to submit to the commission for their approval.

Now, concerning popularity of commission programs. Unfortunately I have not any recent telephone tests in which we encountered commission programs. The only evidence of that sort is a year old. The commission had just started at that time, and we conducted a telephone test in certain cities across Canada. In Vancouver on a Friday evening, we ran into a radio commission band broadcast. That was one of its first two programs, and one of its poorest programs. The commission has produced a lot of much better entertainment since that time. Nevertheless on that Friday evening, 44 per cent of the sets turned on in the city of Vancouver were tuned to this band broadcast by the commission.

*By Mr. Beynon:*

Q. 44 per cent of the ones you telephoned?—A. No, 44 per cent of the sets in use among those we telephoned. The sets in use would probably be not more than 50 in each 100 calls. Now, at the same time there was a similar test made on a Tuesday in Toronto; and while we did not keep a specific record of it, other than in this memo here—I have not got the figures because the listening audience on the commission program was small; it was not separately segregated, but we did take a note at the time. Out of 444 complete telephone calls in Toronto on that evening, there were only 5 sets tuned in to this symphony program. There is more than one reason I think, for that. In the first place, a very large proportion of the audience resent what they consider high-brow entertainment. But strangely enough there is more than that to the story; because the Toronto symphony can coax representatives of 2 per cent of the homes in Toronto to go down to Massey Hall and pay good money to hear them. You may say, "well, they get 2 per cent of the listeners." But actually, that 2 per cent of the listeners represents only 1 per cent of the homes in Toronto. In other words, only half as many were willing to listen to them over the air as were willing to come down to Massey Hall to a fairly good program and pay money to get in and hear it. The answer, I am positive, if you could get it from engineers and musicians, who have had some experience in the handling of symphony orchestras, is this: It is impossible to produce a good broadcast of a symphony orchestra; and even with the technical part of it, so far as pick-up is concerned, improved, it would still be impossible to get good effects insofar as the symphony orchestra is concerned, when received in the average home; because symphony music is totally unsuited to the acoustics of a small chamber, which the average home is.

*By Mr. Gagnon:*

Q. In other words, you mean the vast majority of people in Canada, do not believe for one reason or another, in the broadcasting of symphony orchestras?—A. No.

Mr. GARLAND: Mr. Chairman, I disagree absolutely there.

The WITNESS: Well sir, we will have to direct you to such things as telephone tests.

Mr. GARLAND: All right. But they are well appreciated on the bald-headed prairies. Everywhere I go I find people listening to symphony orchestras on Sunday afternoon, and in homes where there are no radios, the people go to somebody else's home to listen.

The WITNESS: As I say, there is only one test we recognize at all. If I ask my friends about any programs, strangely enough I find their tastes are somewhat the same as mine, and I quickly find out the things I like are what they like. If I went on that basis, I would find it very easy to come to the conclusion that everybody liked these things because two or three dozen people told me, or 200 or 300 people told me they liked them. But when you reduce it to a percentage of the masses of population—people that none of us ever meet—the story is totally different. The only way you can find out the tastes of that section of the population is through a perfectly impersonal and impartial telephone survey.

*By Mr. Beynon:*

Q. In other words, Mr. Garland's friends are mostly high-brow?—A. Yes.

Mr. GARLAND: I am very proud to belong to a farming class such as that.

*By Mr. Gagnon:*

Q. May I ask you what the opinion of the Toronto people is with respect to the broadcasting of operas?—A. I have never run across them on the air, sir. The closest approach to it was another test that we handled. We happened to stumble across the Boston Symphony orchestra, and found that it was five times as popular as the Toronto Symphony orchestra to the Toronto audience, but it still had a negligible proportion of the population listening to it—absolutely negligible.

*By Mr. McLure:*

Q. Did I understand from your evidence that you suggested the Radio commission should sell its times at a lower rate to sponsored program agencies?—

A. No, I did not make that suggestion. It was made by Mr. Wright; I endorsed it as being a very satisfactory thing from the standpoint of the advertiser, if it could be accomplished. The suggestion was made by the Association of Canadian Advertisers two years ago that the commission—they did not go into details—should act as a mass buyer and make use of those mass purchasing facilities for a certain number of hours a day, and sell what they could at a price which would give the commission a profit, and use their own programs as sustaining features to fill up the balance. That is exactly what the National Broadcasting Company and the Columbia Broadcasting Company do, and it is one of the reasons why they are able to operate so efficiently because it makes the advertisers pay some part of the cost of sustaining programs. And at the same time, by co-operative purchasing and by organizing the networks, they are able to sell their service to the advertisers at a lower price than if he were working alone.

Q. Would you consider that fair to the essential business mediums such as the newspapers and magazines, to be able to purchase this other advertising at a low cost that the taxpayers also have to contribute to?—A. The taxpayers would not be contributing to it, sir. As a matter of fact, the taxpayers would be making a profit on it. The newspapers will sell you a large space contract at a very much lower rate than they will sell you a small space contract.



*By Mr. Beynon:*

Q. As a matter of fact, the taxpayer pays for advertising in the long run anyway?—A. I suppose so.

Q. What I mean, the public pays for it.—A. Always.

*By the Chairman:*

Q. You say there is only one hour in which the Trans-Canada programs could be put on with any effectiveness. Would there be any demand for that hour by advertisers?—A. I believe there already has been quite a demand for it.

Q. Would there be more demands than could be met for that hour?—

A. Oh no, not for perhaps a year. Ultimately there might be, but after all there are seven such hours a week, and some advertisers may not want more than half an hour if they could be sure of equally good entertainment preceding and following. The principle purpose of a broadcaster in Canada taking a full hour of entertainment is to provide a wider target for the listener to shoot at. If he could be reasonably sure that the entertainment preceding and following is equally as good as that of his own—if he were reasonably sure that such would be the case—he would be more inclined to shorten his time to half an hour, and in some cases even to fifteen minutes.

*By Mr. Gagnon:*

Q. Do I understand that when the commission broadcasts a program for an hour they see to it that the program is very much diversified?—A. Yes.

Q. That is, they take into consideration the taste of every individual; for instance, they may have ten minutes of orchestral music; a song may take two or three minutes; five minutes may be devoted to a band concert, and therefore, they are trying to please the highbrow as well as the less cultured people with respect to entertainment?—A. As a matter of fact, there is a growing tendency to pick the middle of the road in entertainment. That is to say, entertainment to which the highbrow can listen with a good deal of enjoyment, but which at the same time is not so highbrow that the lowbrow cannot also listen to it without deriving a great deal of enjoyment out of it. That is what some commercial advertisers are trying to get, and what some of them have succeeded in doing for the listener, because naturally the success of a job in broadcasting depends on the number of people to whom you can give enjoyment at a given time. If you are only giving enjoyment to a comparatively small number of people you cannot possibly say that your programs are successful. This million people who have spent \$125,000,000 on radio sets, bought those sets when entertainment was the only thing on the air, and they are the people whom we have to please, and the more you please the listener the better job you are doing.

*By the Chairman:*

Q. Is it not true that the popularity of programs varies from time to time. You will have for a period of time a certain type of music coming from stations practically all over?—A. That is true, sir.

Q. I can remember last fall it was practically all those cowboy songs, then that died out. Is that the creation of the listener, or is it the creation of the program builder?—A. It is the creation of broadcasting, sir. It used to be that the average listener here got little in the way of music. If he liked Hawaiian music, for example he did not hear very much of it and you could give him all the Hawaiian music you wanted to, he probably would not get more than an hour a month—but he never got tired of it. Now he has eighteen hours of music

available every day of the week, and if he prefers Hawaiian music he will go from program to program looking for the thing he likes as a result he soon gets tired of it.

Another thing that the critics of the commission have not given sufficient consideration to is the four-hour time differential that the commission is up against. If the whole of Canada were on the same time, then the commission might be able to get by with one or two good hours a night of entertainment broadcast all over Canada at the same time practically—say from eight to ten. But as it is there is a four-hour time differential. The program that starts here at nine o'clock starts in Vancouver at six o'clock and starts in the Maritimes at ten o'clock. If only two hours of entertainment is to be provided it will end in Vancouver at eight o'clock when the evening is just beginning and it would continue in the Maritimes till twelve o'clock when most people would be in bed. Consequently the commission has got to provide entertainment at an earlier hour in the Maritimes, and at a later hour on the Pacific Coast.

*By Mr. Gagnon:*

Q. Is not that a fact that the majority of people are overlooking?—A. Yes, they are overlooking that, and I just wanted to make it clear in case nobody had brought it to your attention, because it means that they must start in at a much earlier hour to provide entertainment in the Maritimes, much too early for any use in Vancouver and, consequently, they cannot make use of that entertainment in Vancouver. As I said, I have a few suggestions that I have to make. One has to do with the idea of commission ownership of stations. A few days ago a witness before the committee suggested what had been previously suggested two years ago by the Aird Commission, that the great desideratum in Canada in broadcasting was to get rid of advertising. That purpose was made the reason for advocating Government ownership and operation of stations and all broadcasting. Naturally privately owned stations could not operate if there was no income from advertising, consequently it would be necessary for the Government to do so through the commission or any other body. I would like to say that if there were other reasons for taking the stations out of private control and putting them under commission ownership and operation, I would agree it would be a good thing. If, for example, the commission found it impossible to control the stations, to get them to do the things that they should do in order to keep broadcasting on a high plane in Canada if the commission found that impossible, there would be sufficient justification for taking over and operating the stations. Or if they found that the stations were taking too high a revenue from advertisers, that is, too high in proportion to what they were giving the listener, so that the station was taking too much in the way of profits out of what was being spent for broadcasting—then again I would say that there was some justification for public ownership and operation of stations and broadcasting generally. But if the only purpose is to get rid of advertising—well, I just want you to consider this, gentlemen: In four years I have had to do with the spending of pretty close to half a million dollars in broadcast entertainment and in the distribution of it. I do not suppose that the expenditures with which I have been connected represent more than perhaps five per cent of the total expenditures in national and retail advertising over the air in Canada. If it is only five per cent, then the total expenditure must be more than \$2,000,000 a year—that is, if my expenditure of something over \$100,000 a year is only five per cent. But supposing the remaining expenditure is not quite as high as I assume—we will cut it down arbitrarily to say a million and a half a year spent by sponsors of programs in Canada. If the commission is going to take over and provide that entertainment, it has got to spend a like sum of money or the equivalent of it, because while it can buy lines at a certain low rate

from the line companies, while they have the privilege of selling to advertisers, there is no guarantee that they will be able to continue to buy them at that same low rate from these line companies if these line companies have not the privilege of selling to advertisers. Similarly, if the stations are being sustained or maintained by a million and a half dollars advertising expenditure, and the commission is to take over and operate them, it has to pay all their operating costs and it has to pay for the talent that the sponsors have been paying for, and it would not get the preferential rate that it gets when the talent has an additional income from sponsors. Consequently, the commission would have to find a million and a half dollars to make up for what they had prohibited the advertisers from spending in broadcast entertainment. That would be, as compared with their present expenditure, an increase of 150 per cent. And what would be gained from it? The gain would be an increase of 5 per cent in the amount of entertainment. A 150 per cent increase in expenditure to gain 5 per cent more entertainment time on the air!—because that is all the time that is now allowed for advertising. I just wanted to leave that thought with you gentlemen—whether it is worth going to that increase of 150 per cent to get about 5 per cent increase in volume of entertainment.

*By Mr. Ahearn:*

Q. What would that send the licence fee up to?—A. About \$5.00 a year.

Q. About \$5.00 a year, instead of \$2.00?—A. No, it would not; because the commission is not now getting the whole \$2.00, it is only getting about \$1.35; it would send it up to about \$4.00.

Q. How much would it add to the \$2.00 licence fee?—A. It would not add 150 per cent, it would merely double it.

There is another suggestion that I would like to make; and that is that the commission should be given the total income from licences, and permitted to do its own budgeting of surpluses for emergencies, and for necessary capital investment; and for research and survey work. I would like to place particular emphasis upon that survey work; also to some extent on the need for some capital expenditures. There is no such thing as a good broadcasting studio in Canada, and we need one very badly. So long as the commission is held down to a hand-to-mouth existence, being permitted to expend only as much money as it can just barely get away with in program production, it cannot do anything by way of putting in a studio. And as I say, we need one very badly in Canada.

Regarding public requirements, and tests to determine these: It is my opinion that the Commission should have telephone surveys going all the time; that every program the commission puts on the air should be made subject to the telephone test; and that if the program after being shifted from one time to another, so as to be given a fair chance under different competition on the air,—if a program is then unable to attract an audience of more than 20 per cent of the listeners at any given time when it is on the air, I believe it should be discontinued. I think when the commission starts in on such a policy as that, it will very quickly meet and overcome any criticism that there may be concerning its ability or inability to meet public tastes. I think that before anything is put on the air at all as a regular feature, or that before the commission commits itself to retaining it on the air as a regular feature, some sort of telephone test should be undertaken. Here is one of the reasons: First class broadcasts in Canada can be put out and distributed as a cost of one-third of a cent per listener—that is assuming that it gets approximately one million listeners in Canada, which means one-third of the sets in Canada tuned in. First class programs should be able to do that on a national network, and as I say the cost would be one-third of a cent per listener. If that audience drops to one per



cent, as in the case of the Toronto Symphony Orchestra which I cited a short time ago, your cost jumps to ten cents a listener. That is too high a price to pay for broadcast entertainment—far too high. Now, whether it is a University debate, a symphony orchestra, or whatever it be, in view of the fact that it is the money of the listeners themselves that the commission is spending, I cannot see why the commission would be justified in continuing to spend that if the audience on a given program is not sufficiently large to bring the cost materially below ten cents per listener.

*By Mr. Beynon:*

Q. Is not your telephone test going to be unpopular with the public?—A. We find no evidence of it.

Q. I was just wondering; I had an intimation the other day that it would be from a person I was talking to?—A. As a matter of fact once listeners begin to understand the purpose of it, it is going to become almost popular; because they will then feel that their interests are being considered.

Q. I see, I never thought of it that way before?—A. That sort of testing could be done in Canada sufficiently extensively at a cost of, I would estimate, around \$25,000 a year. At present the commission hasn't got the \$25,000 a year to spend on that, and yet I consider it one of the most necessary expenditures for anyone doing broadcasting. Private sponsors nowadays, if they are doing any extensive broadcasting at all, almost always use telephone tests to make sure that they are not wasting their money.

Q. They could not afford to sponsor a program if they didn't?—A. No. They have got to be sure they are getting value.

There is another suggestion, that has to do with the percentage of advertising permitted. At present it is 5 per cent I think, on an hour's program, three minutes of direct advertising (which is 5 per cent) is probably quite sufficient. But there is a qualification that I would like to make in my statement. I think on the shorter programs a little larger proportion than 5 per cent should be allowed. For example, on a half-hour program I think one minute and forty-five seconds would be fair; it would not be much over 5 per cent, and it would give the half-hour advertiser a break. Similarly I think a minute on a 15-minute program would be fair; it only runs 15 more seconds, and yet it would give the 15 minute program sponser just the break he needs.

Q. There is one point I would like to ask you there: it has been suggested that advertisers will sponsor programs on which the only advertising is mention of the fact that the program is sponsored by such and such a firm; does that sort of advertising appeal to the advertiser?—A. To a few advertisers, yes. It does not appeal to them very strongly necessarily, but there are a few products—take a cigarette or a chocolate bar—in which the principal purpose in the advertising is to get the name across as frequently and as noticeably as possible. In such cases you find the orchestra carrying the sponsor's name, or the name of his product, and frequent mention is made of the name during the broadcast; and in the announcement they would say, "this broadcast comes to you through the courtesy of—." That would not be good enough if you were going to sell a specific piece of merchandise such as—.

Q. Take General Motors, for instance?—A. Well, take motor cars; if you are going to sell motor cars, people want to know about cars before they invest their money in them; they want to know what cars to go to see.

Q. In other words, the secret in selling a car is individuality?—A. Yes, you have got to tell them really about the car, to make the advertisement of any value at all. They want to know, just as much as you want to tell them.

Q. But there would be people who would sponsor programs on the mere fact of associating their names with the program, but the bulk of the advertisers

would have to have reference to their products to make it valuable to them?—A. I would imagine so, yes.

Q. That is the point I want to get clear.

The WITNESS: There is one other thing I would like to suggest: there is nobody else in any part of the world at the present time that has had experience of commission broadcasting in Canada, except the commission that you have at present. It has learned very rapidly. As a radio man of five years' experience I can say that it has been amazingly rapid, the way the commission has picked up all the technicalities that it has had to pick up in connection with broadcasting. It has got along with an amazingly small staff. I do not see how they have been able to produce as many hours a week of entertainment as they have. I would not like to have to do it. And before any change is made in the present commission system, I would like to see the commission given an opportunity to show what it can do after a year's experience with the entire revenue from licences to draw on. When that has been tried out, then if the Commission fails there will be some cause for complaints. But until you have at least given them that opportunity, I cannot see where there is any ground whatever for complaint against the existing commission.

That is all, sir.

*B. Mr. Garland:*

Q. Now, complaints I have heard with respect to the advertising regulations of the commission are that the advertisers in Canada are not on the same footing as those with whom they are in competition and who use United States chains, due to the fact that they are not privileged to quote the price; what is your view on that point?—A. I am awfully glad you brought that up, sir; while I do not think that any of our clients would have very great use for price quotation at the present time—due to the fact that prices vary so extensively across the Dominion—still I think it is the one thing in advertising which should be allowed leeway. When you come to think of it, the price is the only part of an advertisement in which the advertising writer cannot infer an untruth; it is the one thing in the advertisement in which a crooked advertising writer cannot distort the facts—the price at which a man is selling his goods. And yet that is practically the only thing that is barred from his advertising. There is nothing boring about price. There is nothing offensive about price. I have never heard from any one any objection to price. I have not seen any reference to N.B.C. or Columbia receiving any complaints regarding price quotations there. I don't think that it be an awful lot of use to me or to our clients, and yet I think that that privilege should be extended to advertisers in Canada.

*By Mr. Garland:*

Q. You don't think it would do any harm to any of us at all?—A. I don't think so. I can't see where it would.

*By the Chairman:*

Q. No; five per cent would not go very far, anyway?—A. No.

*By Mr. Gagnon:*

Q. Do I express your views fairly when I say that I understand, from your evidence, the commission has done valuable good since its inception?—A. That is my opinion, sir. That is only the opinion of one man; that is all.

Q. But that is your evidence, as I understand it. In 1932 when you appeared before the Committee, if I am not mistaken you said that you were against the nationalization of radio at that time?—A. I am still against the nationalization of radio so far as taking over complete operations of stations is concerned, unless

there is some good reason for it other than the elimination of advertising. That is to say, if the commission finds it necessary to take over stations because they cannot control them, or if they find it necessary to take over stations because the stations are attempting to gain unfair profits, and are robbing the listener of that much entertainment—then I would say that nationalization of radio—if that were the purpose for complete nationalization of radio—should be undertaken. But if the purpose for complete nationalization of radio is only to eliminate advertising—well, I am in the advertising business.

*By the Chairman:*

Q. Might I suggest one reason why stations might be taken over, and get your opinion on that. Suppose an outlet in a city like Toronto, in a private station, became too expensive because of the hours which the commission wants, and the time being more valuable to sell to outsiders; would that be a cause why a station might be taken over or a station set up for the purpose of an outlet?—A. Why should the commission want to substitute its entertainment for the sponsor's, the private sponsor's entertainment, if the private sponsor's entertainment is good? Why should the commission want to spend the country's money substituting its entertainment for the entertainment that is being paid for by the private sponsor, if the private sponsor's entertainment is a sufficiently good entertainment? If it is not—

*By Mr. Garland:*

Q. I would like to ask if you do not think that the private sponsor of a program, as we have found it in the past two years, largely confines his best programs to those particular populated areas from which he would expect to draw the highest revenue or results from advertising? In other words, there will be large areas in Canada almost devoid of these high-class programs of which you speak?—A. That might be.

Q. That was true before the commission came in?—A. It is to some extent true now, only on account of the high cost of lines and stations. If Mr. Wright's suggestion were followed, it would make the commission a purchaser and distributor.—a mass purchaser of time, station time and line time, and a distributor of it in small bunches. It could make the condition of that lower price sale that the sponsor must send his broadcast to the whole of Canada. As a matter of fact, two principal broadcasts with which I have been concerned have been sent to every part of Canada. If you wanted to take spots across the country, leaving out certain other spots, there would be no real advantage in doing it, because the cost of land lines is so high. If you are dragging a program out to the very important city of Vancouver, you have got to pay for the land lines through the intervening points anyway, and the station cost is not the bar. You could easily take a station if you are going through those places, and you naturally would.

*By Mr. Garland:*

Q. Is it not natural for these programs, under private ownership of stations and of broadcast equipment and everything, to locate in the centres of population?—A. Of large population.

Q. Is it not natural that that should be so?—A. It is natural, yes. Your biggest revenue from licences, also, is in those centres.

Mr. GARLAND: Yes.

*The Chairman:*

Q. To come back to the question I was asking a while ago, you would be satisfied that a city like Toronto, for instance, if the sponsors were in a position



to pay a higher price for the time, should be deprived of any programs which originated in Halifax, Winnipeg and other places, that are now coming to the city of Toronto?—A. As a matter of fact, that is not at the present time necessary, sir, because you seem to get all the commission programs in Toronto.

Q. Yes, but they have an outlet there at the present time?—A. Yes, they have an outlet there.

*By Mr. Garland:*

Q. Suppose they didn't have an outlet there; if the commission didn't have an outlet there, what would happen then?—A. Well, I would say in that case that the commission's ruling in the matter should depend on whether the program that they have is sufficiently better than the one they would like to displace, to justify them in displacing it. If it is sufficiently better o.k., by all means displace it and put on the commission's program. If it is not sufficiently better, then let the listenerers listen to the sponsored program.

*By Mr. Beynon:*

Q. That is, the commission would have control, but not actual operation. They would control the whole broadcasting field?—A. Yes.

Q. But not operate it?—A. Yes. It would not have to bear the expense of station operation.

*By Mr. Gagnon:*

Q. But it would be more remunerative to the advertisers?—A. I am sorry, I didn't understand that, sir.

Q. In other words, the advertiser would make more money if the Canadian Radio Broadcasting Commission had not charge of broadcasting?—A. I don't know, as a matter of fact, that it would make an awful lot of difference to the advertiser, whether he had to buy a commission station from the commission or independent stations from independent owners. As a matter of fact, there might be an advantage in buying from the commission.

The CHAIRMAN: Any further questions, gentlemen? If not, we stand adjourned until next Monday at eleven o'clock.

The witness retired.

The committee adjourned at 12.55 p.m., to meet on Monday, April 30, at 11 a.m.



SESSION 1934  
HOUSE OF COMMONS  

---

SPECIAL COMMITTEE  
ON THE  
OPERATIONS OF THE COMMISSION  
UNDER THE  
CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 9

---

MONDAY, APRIL 30, 1934

---

WITNESSES:

- Mr. Hector Charlesworth, Chairman, Canadian Radio Commission.  
Mr. D'A. B. Plunkett, M.P., Victoria, B.C.  
Mr. E. S. Rogers, Rogers' Majestic Corporation, Radio Station CFRB,  
Toronto, and  
Mr. Harry Sedgwick, of Station CFRB, Toronto.  
Mr. Henry Gooderham, of Radio Station CKCL, Toronto.  
Mr. Frank Denton, representing radio instruction of the National Council  
of Education, Toronto.  
Mr. Philip Morris, of London Free Press Radio Station CFPL, London,  
Ont.





# MINUTES OF PROCEEDINGS .

## MORNING SITTING

House of Commons, Committee Room 429,

Monday, April 30, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 11 a.m. this day, Hon. Mr. Morand, Chairman, presiding.

Members of the Committee present: *Messieurs*: Ahearn, Beynon, Gagnon, Garland (Bow River), McKenzie (Assiniboia), McLure Morand and Wright—8.

### *In Attendance as Witnesses:*

Mr. D'A. B. Plunkett, M.P., Victoria, British Columbia.

Mr. E. S. Rogers of Rogers' Majestic Corporation, Station CFRB, Toronto; associated with Mr. Harry Sedgwick, of CFRB, as spokesman for the station.

Mr. Henry Gooderham, of Gooderham & West, Toronto, Stn. CKCL.

Mr. W. T. Burford, Ottawa, representing the All-Canadian Congress of Labour.

Mr. Frank Denton, Toronto, Ont., National Council of Education.

Mr. Philip Morris, of *London Free Press*, London, Ontario., Station CFPL.

*Present, as interested parties:* Chairman and Vice-Chairman and other officials of the Radio Commission staff.

The Chairman had distributed; list of letters received, respecting radio, from Monday, April 3, to Monday, April 30, as follows:—

Ashcroft, R. W., Toronto, Ont. Dated April 26. (Enclosing copy of Brief; one sent to each member of committee.)

Bartlett, A., Wilcox, Sask. Dated April 26.

British Imperial Ass'n of Canada (Brief), Toronto, Ont. Dated April 23.

Boys, V. H., Moose Jaw, Sask. Dated April 23.

Canadian Radio League, Toronto, Ont. Dated April 25.

Church, Clarence H., Moose Jaw, Sask. Dated April 24.

Denton, Frank (Telegram), Toronto. Dated April 27.

Davies, Merlin, Montreal. Dated April 25.

Edwards, Commander C. P., Ottawa, Ont. Dated April 24. (Enclosing report requested by Radio Committee.)

Edwards, G. F., Scotsguard, Sask. Dated April 24.

Fraser, John A., M.P., Ottawa, Ont. Dated April 23. (Enclosing copy of resolution of Williams Lake Board of Trade.)

Gilmour, F. J., Moose Jaw, Sask. Dated April 25.

Hodding, Mrs. A. M., Duncan, B.C. Dated April 24. (*Re*: Mrs. J. Mackintosh Smith; submitted to Commission.)

Hamilton, S., Toronto, Ont. Dated April 25.

Jones, R. A., Moose Jaw, Sask. Dated April 25.

Musical Protective Ass'n, Toronto, Ont. Dated April 25.

Mercer, C. H. (Dalhousie Univ.), Halifax, N.S. Dated April 23.

Milnes, G., Regina, Sask. Dated April 25.

Newspaper clipping (postmarked Oshawa, Ont.) Envelope dated April 23.

Nelson, Mrs. L. C., Moose Jaw, Sask. Dated April 27.

Pickford, S., Moose Jaw, Sask. Dated April 23.

Rayment, F., Regina, Sask. Dated April 25.

Societe de St. Jean Baptiste, Section No. 68, Montreal. Dated April 23.

Stevens, W. V., Moose Jaw, Sask. Dated April 23.

Universities Conference Committee on Radio, University of Alberta, Edmonton, Alta. Dated April 24. (Enclosing copy of letter from Mr. Wilfrid Bovey, McGill University.)

Mr. Gagnon, Chairman of Sub-Committee on Agenda, had distributed to members of the Committee, list of 487 letters and petitions favourable to French language over the radio; from all over Canada, and particularly from the Western provinces.

Mr. Beynon corrected an error which had appeared in the evidence of April 23, wherein a remark made by Mr. McKenzie had been attributed to him.

Mr. Ahearn asked that Mr. Charlesworth be allowed to take the position as a witness for a few minutes, in order to answer certain questions.

Mr. Charlesworth called and questioned. Witness retired.

Mr. D. B. Plunkett, M.P., called, and submitted brief representing the radio situation in Victoria and Vancouver Island generally, and suggesting that measures be taken to remedy present conditions; also offering certain suggestions which he thought might be helpful.

A number of questions were asked by members of the committee, which were answered. The witness was thanked and retired.

Mr. E. S. Rogers called; he requested that Mr. H. Sedgwick be permitted to submit a brief and act for him as the witness.

Mr. Harry Sedgwick called and submitted a long and well prepared brief and later was questioned at considerable length by the committee. During his examination, the witness filed with the committee the following:—

“CFRB General Motors Hockey Broadcasts; audience response two weeks ending Jan. 27”; and

“Ontario Farm Products Report; response for week ending Jan. 20, 1934.”

Witness continued until after one o'clock, when it was decided to adjourn, and resume again at 3.30 o'clock.

The committee adjourned.

#### AFTERNOON SITTING

The committee resumed at 4.15 o'clock, some delay having occurred in securing a quorum, due to matters of interest in the House, the Chairman presiding, and the same members of the committee present as at the morning sitting.

Same witnesses in attendance and other interested persons present as at morning sitting.

Mr. Sedgwick recalled and further examined; after which, witness thanked and retired.

Mr. Gooderham called and made representations in connection with his own station CKCL, at Toronto. He submitted his evidence, largely by reading letters exchanged between the Commission and himself, which set out his case, and then answered any questions of the committee.

Witness thanked and retired.

Mr. Denton called; he represented the National Council of Education, in connection with the Toronto organization for radio instruction, and made some suggestions which he thought might assist in advancing the many advantages of radio from a national educational standpoint and a better understanding between the different provinces and races. The witness thanked and retired.

Mr. Philip Morris called, and submitted a brief, representing the views of the *London Free Press* station, CFPL; he set out his case concisely in a short time. The witness was thanked for his submission and retired.

It being 6.30 p.m., the committee, after a short discussion, decided to meet again on Wednesday, May 2, at 11 o'clock a.m.

The committee adjourned.

E. L. MORRIS,  
Clerk of the Committee.



## MINUTES OF EVIDENCE

HOUSE OF COMMONS,

Room 429,

April 30, 1934.

The Select Special Committee on Radio Broadcasting met at 11 o'clock, Mr. Morand presiding.

The CHAIRMAN: Gentlemen, is there any business to bring before the committee before we call witnesses?

Mr. AHEARN: Mr. Chairman, may I put Mr. Charlesworth on the stand for a minute. I would like to ask him a couple of questions. We might have to obtain the information later on.

Mr. BEYNON: There is one matter I would like to refer to. In the press reports respecting our meeting—I think it was the last meeting on Monday, April 23rd—the press has reported me as having agreed that all the objections respecting wavelengths in Saskatchewan had been received prior to the change in wave length of radio station CJRM. Now, that statement was made by Mr. McKenzie of Assiniboia, not by myself, and I have received an avalanche of letters and telegrams from Saskatchewan.

Mr. McKENZIE: What page was that on?

Mr. BEYNON: It is the press report I am referring to. Apparently, the statement was made on page 304 of the evidence:—

Mr. McKENZIE: I noticed that, Mr. Chairman. The complaints that I referred to were last summer, during the summer. I have no reference to these, because I had left home.

Mr. McKENZIE: Yes, the letters he read were all dated in January.

Mr. BEYNON: Yes. That was your statement.

Mr. McKENZIE: Yes.

Mr. BEYNON: I would be glad if the press corrected that. I can understand how they made the mistake. Mr. McKenzie was sitting at my elbow, and I had been doing most of the objecting.

Mr. GARLAND: What press was it? General Associated or Canadian Press?

Mr. BEYNON: It appeared in the newspapers.

Mr. CHARLESWORTH: Probably it would be the Canadian Press despatch sent out to the West.

Mr. CHARLESWORTH, called.

*By Mr. Ahearn:*

Q. In this morning's *Citizen*, Mr. Charlesworth, there is an interview with you?—A. I have the *Journal* here; I guess it was the same interview; it was the Canadian Press.

Q. It represents a political statement made by Mr. Hepburn which we have nothing to do with; but what I wanted to know was—shall I read the interview to you?—A. Yes, I think it is the same here.

Q. "The Radio Commission has the right to require anyone speaking over the air to submit his address in advance but we have never required any political

speaker to do so," said Hector Charlesworth, chairman of the Canadian Radio Commission, last night when informed of a despatch from Milton, Ontario, quoting Mitchell F. Hepburn, Ontario Liberal leader, as charging the Commission with attempting to 'browbeat' him. 'Neither Mr. Hepburn nor any other political leader had ever been asked to submit a speech for scrutiny by the Commission,' said Mr. Charlesworth. He did not know of the incident the Liberal leader referred to when he said he spoke 'from Ottawa recently. Certainly he had not spoken from the Commission's Ottawa station. The Commission had laid certain rules——"

A. "Laid down." There is the word "down" left out.

Q. It is not here. "The Commission had laid down certain rules to guard against 'abuse and scurrility on the air,' said Mr. Charlesworth. In the case of political speeches, so far the station owners had been held responsible for their observance and no difficulties had arisen.

"Inquiry from officials of the second Ottawa station revealed that Mr. Hepburn had never used its facilities.

"Officials of a Hull, Quebec, station however, said a speech delivered by Mr. Hepburn in an Ottawa hotel in February had been broadcast from that station. They had asked the Liberal leader for a copy of his speech but as he said he intended to speak extemporaneously they did not insist." What I was going to say is this: the committee ought to be supplied with your rules in this respect?—A. I think it is rule 91. Colonel Landry, if you will look in my bag you will find a copy of the rules and regulations.

Q. You say you did not speak to him, but you evidently have made the stations your agents in this matter?—A. For years it has been a practice with certain stations, especially newspaper stations, to ask the speakers for their text in advance. Of course, newspapers, being somewhat in touch with the laws of libel and slander, are a little more particular than are stations. At the request of the stations in Toronto we codified that practice. To give an illustration from my own experience: two or three years ago Mr. Norman Sommerville, K.C., spoke on the Vocation of Law. I spoke on the Vocation of Writing, and Dr. Harris McPhedran on the Vocation of Medicine over the *Toronto Star* station. There were a series of addresses, and the *Star* insisted that we should write out in advance what we are going to say.

Q. The *Star* newspaper did?—A. It was a newspaper station. Most newspaper stations insist on it. We laid down the regulations, and the stations were expected to observe them—it is up to them. Every station has a right to ask for a written copy of an address a man is going to give just the same as any newspaper has a right, before it puts a thing in a paper, to see it.

Q. Would that apply to Mr. Bennett and Mr. King?—A. We have never applied it. I will give an illustration. A year or so ago, Mr. J. S. Woodsworth was going to speak at Toronto over the *Toronto Star* station. The *Star*, as I say, for years had been very particular about what goes on the air on that station, and they said they would have to have the text of Mr. Woodsworth's speech. Mr. Woodsworth said, "I just speak from notes; I have not got the text of what I will say and have not time to prepare it. If I speak to Mr. Charlesworth will it be all right?" Mr. Woodsworth called me up, and I said, "Certainly, Mr. Woodsworth." Mr. Woodsworth is a gentleman and a scholar, although we may differ about certain matters. Therefore I said we would take no exception. He said, "Will you communicate that to Mr. Atkinson?" and I did.

Q. Excuse me for interrupting. Is it the practice of every newspaper in Canada to ask a political leader or a political speaker to submit his speech to it before the speaker delivers it?—A. No. They have to see it before it is printed, because a newspaper is subject to libel actions; and, although it has

never been tested in law, I dare say a station is, too. A newspaper is liable for any attack on an individual. I have been on newspapers that have been sued for printing political speeches, and damages have been assessed against them. There is no privilege, you see, except in parliament. It is wholly up to the station to protect itself. In this case, Mr. Hepburn suffered no grievance, because when he said he was speaking extemporaneously they said, "Go ahead." I knew nothing about it until I saw in the morning papers what station it was. I was taken out of my beauty sleep about it. I said, "We have used Mr. Hepburn on our station"—we did some time previously—"and he was not asked to submit his speech." I said, "Try Dr. Geldert." Evidently the reporters finally located the difficulty at Hull. But that is a French station, although it is sometimes used for broadcasting into Ontario. I dare say they did not know who Mr. Hepburn was over there. I do not mean that as a joke. Mr. Hepburn is perhaps not so well known a figure in Hull as in Ottawa.

Q. Even our stations in Ottawa know who Mr. Taschereau is?—A. I do not know about that, but it was within the station's rights. It is within any station's rights.

Q. I honestly think that this does interfere with free speech in this country?—A. I do not see where it does.

Q. I have never heard of a speaker going onto a platform at a meeting and being asked what he was going to say beforehand. If he uses bad language, or if he resorts to seditious utterances he will be punished for it, and that will be taken care of; but this concerns before he goes on a platform—he is told he must provide an outline of his speech. It looks bad for us, Mr. Beynon?—A. I think it is a precaution against slander. I was in Toronto in the Christmas week of 1932; the Commission had not been set up but preparatory work was in progress. There was a very abusive municipal campaign going on, and in one of the large suburbs of Toronto there was also an abusive campaign going on. Three or four of the stations owners told me they had had to stop broadcasts on the air and asked whether the Commission could not when they got going codify certain rules that would enable the stations to say, "These are the rules; you will have to observe them." For instance, Mayor Stewart of Toronto was the victim of absolutely untruthful radio propaganda charging him with having loaded the municipal services with his relatives, and stuff of that sort, and the radio men themselves were alarmed. They asked us if we would give them some rules that they could show the people and say, "Now, you must not indulge in abuse or scurrillity." The result was rules 90 and 91:—

"No broadcasting station may broadcast any speech, printed matter, program or advertising matter containing abusive or defamatory statements with regard to individuals or institutions, or statements or suggestions contrary to the express purpose of any existing legislation; as, for example, The Patent Medicine Act or any regulations promulgated thereunder.

91. The Commission reserves the right to prohibit the broadcasting of any matter until the continuity or record of transcription or both have been submitted to the Commission for examination, and have been approved by them."

While we have that right to call for the text of speeches we do not exercise it in the case of political leaders.

Q. Excuse me. Don't you think you have the right after a man has actually done that thing? If a man gets up and uses abusive language and makes mis-statements or even makes seditious statements, then it is perfectly apparent that you would be acting wisely and well within your right to issue an order that that man be not permitted the air again, but you had better let him make those statements first before asking him to submit what he has to say?—A. A principle



like that would be very useful to newspapers; it would protect them in almost any libel action; but the number of listeners that are reached by a slander on the air is far greater than any number that would read a libel in a daily newspaper. After the last presidential elections in the United States several actions were taken in various states and I think they are still before the United States Supreme Court, where the slander had gone out on the air, and the question that has not been decided by law yet is whether the station or whether the broadcaster was responsible, or both. Under the law of libel—libel is the written word; slander is the spoken word—a newspaper is of course liable for heavy damages. Take a case like this: if on the night before an election a man made an attack on the air against a political opponent, called him a thief say, his victim would have no opportunity to correct that statement before he went to the polls. We know our public men are of a class who would not indulge in that. But if there is a suspected person, we should have that right to learn what he is going to say. We do not use it ourselves. We have not a policeman in every station. But those are the rules. We ask the stations to observe them for us. If anybody took the trouble to sue, a station would be liable for heavy damages if there was an action brought for abuse and scurrillity.

*By the Chairman:*

Q. That was really passed in conformity with the law that exists?—A. Yes.

Q. And also in conformity with the report of the committee in 1932?—A. Yes.

Q. It is a law; it is a rule that exists in most countries of the world, is it not?—A. It is in all countries of the world that use radio.

*By Mr. Ahearn:*

Q. When Mr. Bennett spoke last, did you require him?—A. As I said, we have not required anybody.

Q. This station manager says that that requirement came from the Commission; he was acting as your agent?—A. He was interpreting the rule of the Commission. He was under no instructions; but the station owner, surely, has the right to know what is going on the air in his station. There are several here today, and I think they will agree with me on that point; because if a station owner is a man of substance, he is certainly liable for penalty in a civil action, if he allows a slander to go on the air.

Further on in the speech there are one or two statements that I should like to have corrected. He says, "They are spending \$2,500,000." That is incorrect, as you know.

*By the Chairman:*

Q. What are you spending?—A. We spent a million last year. "They tried to browbeat us and I challenge the Tory government through its adjunct the Radio Commission to attempt to control the most contemptible of the Tories I have ever known." That is myself. It so happens I never was connected with a Conservative organization of any kind. Then, it goes on to say: "He was rewarded for writing editorials and gets \$14,000 a year." My salary is \$9,000. "Then, there are two others getting \$10,000 each." The salaries of Col. Steel and Mr. Maher are \$7,200. "And a publicity man getting \$6,000 who once sat in the Press Gallery to write for them."

*By Mr. Ahearn:*

Q. Is that with the ten per cent reduction?—A. My salary is \$10,000, with 10 per cent reduction. This committee two years ago recommended that the

salary of the chairman be \$15,000. That was cut to \$10,000 by parliament, and again cut by ten per cent; so my salary is 43 per cent less than the salary recommended by the parliamentary committee of 1932. The publicity man gets a little over \$5,000. These are errors. Probably Mr. Hepburn was misinformed.

Q. I am not worrying about the political end of it, but what I am worrying over is the interference with free speech?—A. There has been no interference.

Q. I say you should first convict or get the goods on a man to show that he has done something in his speech, then you will be in a position to act and act quickly. I don't think you should ask Mr. Bennett, Mr. Hepburn, Mr. King, or any other leader in the country to submit their speeches to you first.—A. Mr. Hepburn was simply asked if he had a copy of his speech; but he did not have it. He said he was speaking extemporaneously, and was allowed to go ahead. There was nothing more about it.

Q. That was in contradiction of your own rule then?—A. No; the rule says we reserve the right to do it, but we do not exercise that right all the time.

Q. It is there, and can be exercised?—A. We can if we wish. We have exercised it in the case of a convict just out of prison, who wanted to come out and attack the government and make a lot of statements I knew to be false. We have exercised it in cases like that.

*By Mr. Gagnon:*

Q. I should like to find out the name of the station manager who asked Mr. Hepburn for his speech?—A. It was, I presume, Mr. Cote, over in Hull. I knew nothing about this until midnight, when I was called out of bed, and I said, I know perfectly well this did not occur in our stations, CRCO, because I handle these things directly myself; it would have been referred to me. The reporter told me that Mr. Hepburn said it was an Ottawa station. I said, "Try Dr. Geldert"; but I did not remember hearing a broadcast by Mr. Hepburn except one that went over our station a year ago, when we did not ask him for his continuity. So the Ottawa reporters dug around to find out what station it was, and they found out it was a station managed by Mr. Cote, though at that time I think Mr. Groulx was manager. It really serves a French community in north Quebec. It is occasionally used to broadcast in Ottawa as well, because its broadcasts come across the river.

*By the Chairman:*

Q. You had no knowledge of the incident then?—A. No, I did not know what occurred at the Hull station until I read it in the paper this morning. If Mr. Hepburn had applied to me I would have been very glad to co-operate with him in the matter, but nobody applied to the commission at all.

Witness retired.

Mr. D. B. PLUNKETT called.

*By the Chairman:*

Q. You have a statement you wish to make?—A. Yes. Mr. Chairman, and gentlemen, I wish to speak particularly about the city of Victoria on Vancouver Island in a presentation which I have prepared. The presentation is as follows:—

May I bring to the attention of the committee the situation in regard to Victoria, B.C., and the present radio service as furnished in that city.

Victoria, B.C., is approximately eighty-five miles from Vancouver, B.C., where the Canadian Radio Broadcasting Commission have a station which was

formerly owned by the Canadian National Railway, and this station is known as CRCV. In Victoria city there is a private-owned station which has a licence from the Canadian Radio Broadcasting Commission and this station is known as CFCT. The service from this station has not been very satisfactory and not at all equal to the demands and requirements of Victoria city.

Victoria city and vicinity has a population of about sixty thousand and is the principal city on Vancouver Island. Vancouver Island is an island approximately three hundred miles long by fifty miles wide, or about the size of England, and has a population, including Victoria city, of about one hundred and twenty-five thousand. Victoria is the capital city of the province, and has the provincial parliament buildings and nearly all administrative functions of the provincial government operate from this city.

It is the first and last port of call for vessels from Canada on the Pacific coast, and for tonnage port of call, stands third or fourth to all cities in Canada. At the present time it is not possible for any program to be broadcast from Victoria in connection with the Canadian Radio Broadcasting Commission across Canada.

Unless a special wire is provided Victoria city and all Vancouver Island will be completely cut off for broadcast purposes and unable to supply any information or broadcast across Canada, and at the present time cannot be linked up with the Canadian Broadcasting Commission unless such wire to the mainland is available.

It is obvious upon investigation that as a capital city Victoria has many government notices, legislative enactments and other important announcements which daily affect the life of the people and province, and which would be of interest to other parts of the Dominion. There is also the need of such a broadcast from Victoria when prominent men arrive or depart by steamship for a Pacific cruise or a voyage to the Orient, and the people may be interested to know or wish to have their last or first statements upon departure or arrival.

Victoria has a very large C.P.R. hotel, The Empress, and on account of the favourable climatic conditions existing at Victoria this hotel has many prominent people who are guests and who spend their vacation and hours of recreation in Victoria. This is another very important reason why first-class radio service should be furnished from Victoria. The present station at Victoria is not equal or built to cover broadcasts for the west coast of the Island or other extreme points of British Columbia, but I understand applications are now in for a new and improved station. If such a station is developed, and is one of merit, it would still be useless for broadcasts outside Vancouver Island and British Columbia unless communication with the Canadian Radio Broadcasting Commission station was furnished or established by the installation of a wire from Victoria to Vancouver, B.C.

I submit to the committee that with the population of Victoria and Vancouver Island and the revenue derived through licences, these financial returns should merit the provision of a special wire communication so that Victoria and Vancouver Island may come within the compass of the Canadian Radio Broadcasting Commission, and as the Canadian Radio Broadcasting Commission has not provided any commission-owned station for Victoria as supplied to other cities, they should at least make suitable arrangements for wire communication between Victoria and CRCV at Vancouver, so that a private owned station at Victoria should not have to carry the heavy burden of expenditure attached to the leasing of such wire communication. It would hardly be fair to expect any company or radio station to expend considerable funds unless there is some guarantee that the Canadian Radio Broadcasting Commission will give consideration and supply the necessary wire as outlined in this letter.



I present these facts and trust your honourable committee may give earnest consideration to the representations I now make and that some provision be made for the relief of Victoria at as early a date as possible.

Now Mr. Chairman, you will find in the financial return that the Commission is receiving from Victoria city and vicinity, through licences, \$14,000 per annum. The licence revenue for Vancouver Island outside Victoria city and vicinity, amounts to \$11,000, based on the number of radio sets according to the last census. That means the Radio Commission is receiving \$25,000 in revenue from the Island of Vancouver, and the city of Victoria; yet Victoria city and Vancouver Island cannot be linked up with the Broadcasting Commission unless this wire is installed. The wire, I believe, is an expensive one. I cannot give you any definite statement as to the cost of it, but I heard that it costs from \$10,000 to \$15,000. That I cannot positively verify; I am not sure of it. I ask the committee to give its attention to this matter.

*By Mr. Wright:*

Q. What is the power of the station now?—A. Well, I would not care to give you any idea of the power. It is spoken of as being 100 watts. It is very unsatisfactory and in the hands of a private person at the present time. I should not like to speak of the power for fear of injuring him; I can only say to you the station is not satisfactory.

Mr. McKENZIE: The licence of CFCT is given here as 50 watts.

*By Mr. Ahearn:*

Q. Have you ever asked Col. Steel what the probable cost of a wire would be?—A. No, I have not. I have only heard that statement from people in Victoria. I cannot give any verification of it. Certainly, the commission has some idea.

Q. I should think he could give you very accurate information.

*By Mr. Wright:*

Q. You have private capital there willing to put up the cost of a new station provided they are assured of a hook-up with Vancouver Island?—A. That is the difficulty. There are two or three applications now for a licence to make a private investment, if given a 100-watt station. You have to consider whether they are going to be connected with the Radio Commission or not; and that is quite an investment to make.

*By Mr. Garland:*

Q. Would a 100-watt station adequately supply the requirements of Vancouver Island?—A. I think it would; I think that would be satisfactory, but I think 500 would be better.

Q. I think you would find it very difficult to cover the northwest coast?—A. I think it would be. It is quite a difficult thing to get anything even—

Q. If you had one powerful station for the whole of British Columbia, how would that work?—A. Apparently we have. We have CKCV now, but we cannot link Victoria up with it unless there is a wire connection.

Q. I am not talking about 100-watt stations?—A. The people of British Columbia would be delighted with it if they could get it.

*By Mr. Beynon:*

Q. Suppose that station were located in Vancouver, would that solve your problem?—A. No. There would have to be a wire connection for Victoria.

Q. If you are going to have the whole province served by one station in a city like Vancouver, how would that solve the problem?—A. That would be

a good thing, but how are they going to get anything out of Victoria if they do not have broadcasting across Canada by means of a wire connection from Victoria to Vancouver.

Q. If the province were served by one station you would not have any broadcasting from Victoria or to Vancouver from a large station in Vancouver?—A. That is what I am getting at. The island people and Victoria people cannot speak for the rest of Canada.

Q. What you say then is, one powerful station would not be satisfactory unless situated in Victoria?—A. No, one powerful station would be, but a 100-watt station would give us the privilege, with a wire connection, of broadcasting into Vancouver, and with the services of the Canadian commission, broadcasting across Canada.

*By the Chairman:*

Q. There are no programs emanating from Victoria at the present time?—A. Not over the Canadian Radio Commission.

Q. Because of lack of wire connection?—A. Yes.

*By Mr. Gagnon:*

Q. In other words, you do not take any of the Canadian Radio Broadcasting Commission programs?—A. No, we can take them and hear them, but we cannot send anything over them at all.

*By Mr. Beynon:*

Q. You hear them from the Vancouver station?—A. Yes.

Q. But not over your own station?—A. Our own station is not connected up; we cannot hear them.

Q. You cannot hear them over your own station because it is not connected up?—A. That is right.

*By Mr. Gagnon:*

Q. I have no doubt your memorandum represents the wishes of Vancouver Island?—A. I am quite sure of it.

Q. And I infer that the citizens of Victoria and Vancouver are pleased with the Commission work, since they want to join the Commission?—A. As far as the Commission is concerned, gentlemen, they are pleased with it, and pleased with the programs. They think the programs are much superior to what they have had to suffer. The majority of them commend them. I have heard very little criticism of the Commission; and they think the programs are excellent.

Q. I thank you, sir. I hope the *Evening Telegram* will note what you are saying?—A. Speaking upon that, while in this room the other day, I heard a witness—I have forgotten his name—make a statement that the people did not want symphony orchestra music. I do hope this committee will earnestly consider that before they remove it. He said the people in the city would not listen to it. I hope the committee will consider this, that in the city you can always reach high class music. There are opera houses, and it is from those opera houses that symphony orchestras are built up. The cities have the money and the population to support it; but the country people do not get that, and it is like a breath of life to them to hear really good music. Speaking for my own city, I can say that the homes appreciate the symphony music. There is not as much appreciation of the crooners as there used to be. If you asked for the reason I would say that those who like crooning music are the younger element who do not pay for the radios. It seems to suit them; and I would hate to see elderly people deprived of music in their homes which they appreciate, in favour of jazz and crooners.

*By Mr. Ahearn:*

Q. Mr. Plunkett, you realize that if those high powered stations are built and the Radio Commission takes over other stations, it will mean great expenditures, which will result in a higher licence fee. Do you think the people want a higher licence fee than what we have now in the country?—A. Not higher than \$2.

Q. It seems to me that is one thing we must try to avoid?—A. I think the licence fee that we have at the present is absolutely right. I would not care to see it any higher.

Q. How can you get those things without paying for them?—A. I am not suggesting there should be a high-powered station. I said I would like to have it, but I am not expressing my views in the hope of getting it put up. If we could get a 100-watt station and a wire connection from Victoria to Vancouver so that we could get an outlet over the commission station, it would be easier for those investing the money, when they know they will be broadcasting across Canada instead of just British Columbia. If we were connected in Victoria with the Radio Commission, many of the advertisers who would like to advertise out of our city, business men, would not use the Radio Commission on account of the cost, but a privately owned station could take care of that, if the circumstances and conditions as to prices and services were right.

Q. You see, we have had a witness tell us, that if the privately owned stations were taken over by the commission—and I think he mentioned high-powered stations, although I am not sure—the licence fee would go up to \$4.—A. I have no comment to make on that.

The CHAIRMAN: Are there any further questions?

*By Mr. Wright:*

Q. Have you appealed to the commission to give you that connecting wire to give you better service?—A. I have interviewed them twice, once with the representative out in the west and once here.

Q. What was the reply?—A. The great difficulty has been, that there is no satisfaction with the station at Victoria.

Q. You have no assurance now that a new station will be established at Victoria?—A. No, I have no assurance.

Q. Even if they had the connecting wire, you have no assurance that private individuals would build the station?—A. I know that there were two or three applications before the commission, but I do not suppose the commission cares to recommend this station until they have some provision made for a wire.

*By Mr. Beynon:*

Q. Do I understand then, Mr. Plunkett, that the people that you have come in contact with are satisfied on the whole?—A. We have in Victoria a weather bureau for the Dominion of Canada, and we also have a wireless station there, and we sometimes have a great deal of interference from that, but it is usually in the evening between seven and nine o'clock; and while the people sometimes are quite upset with this interference, I do not think there is any real objection from them, because they realize that this service would leave their city if they complained too much. Outside of that, there is one other question which comes up in criticism sometimes, that is, the language question. Sometimes in the announcements the French language is used. It is very difficult for me to explain this matter, but I think I can explain it probably in this way: I have prepared that statement in case you asked this; the difficulty is: The French population in British Columbia is only 2.1 per cent of the whole population in the province, and that means continuously, that when an announcement is made in the French



language the people feel that this language is, in some way, being forced upon them, and a happy solution, to my mind, would be if the Radio Commission were to select one or two hours for one or two days in the week and put on a complete French program; but sometimes the programs are, to some extent, mixed. You will hear a French language program and then you will hear an English program, and the people who do not speak the French language, and those who have never come east and do not understand the French in the province of Quebec, interpret this as though the language were being forced upon them out there. If it were possible to get those people to visit the east and the people in the east visit the west, a lot of these misunderstandings would pass away. However, that is one criticism that I must say is developing in the west, and seems to be getting stronger daily. In regard to the population of these provinces: In Manitoba, the French population is 6·7 per cent; in Saskatchewan the French population is 5·5 per cent; in Alberta the French population is 5·2 per cent; and, particularly in my own province, it is only 2·1 per cent. Taking the four western provinces together, the percentage of French population is only 4·9 per cent.

Now, I cannot see why the Radio Commission cannot once a week announce a French program of one or two hours' duration, or, if they wish, put on a French program for one or two hours for possibly two days a week, and in that way I think everybody would be satisfied and it would do away with all this criticism which comes up.

*By Mr. Beynon:*

Q. Mr. Plunkett, is the objection mostly to French programs, or to French announcements, or to both?—A. As far as I can see—and this again is in commendation of the commission—the announcements have been wonderful.

Q. I mean, is the objection to French announcements or French programs?—A. When an announcement is made in English and then again French, the people wonder if it is going to be an English program or a French program, and I think it would satisfy the needs of the population, considering the small percentage of French population, if the commission were to put on, as I say, a French program say twice a week, or even oftener, so that there would be no question of the commission's fairness in presenting both languages. It is very easy for us who visit the east and those who come west to understand this difficulty; but I consider that radio to-day is, what you might say, the greatest medium for creating good feeling between provinces than any other instrument we have. It is the spoken word through the human voice, and it will do more to establish a kindred feeling amongst the various provinces than any other instrument. And we can abuse it by simply announcing something that the people do not like, and the people in the west cannot understand, at least many of them, that the French language is the official language of Canada just the same as the English language, and they resent having to listen to French announcements and French programs; but if it was announced that a French program was being put on, and definitely stated by the announcer, for one hour or two hours for one night or two nights a week, then I think that would eliminate a good deal of the trouble, and they would understand that it was being put on for the benefit of the French population of those provinces.

The CHAIRMAN: Any further questions? Thank you, Mr. Plunkett.

Mr. GAGNON: May I submit to the committee, Mr. Chairman, that during your absence I have asked the secretary of the committee to prepare a statement of all the correspondence which has been referred to the sub-committee. A list has been prepared for each member of the committee. May I inform the members of the committee at this time that there are six lists. The first list

enumerates and describes the letters which have been received by the Prime Minister and referred to this committee. These letters come mostly from Western Canada, and of these letters referred to us by the Prime Minister, there are 327 all in favour of the French language. List Number 2 comprises letters favourable to the commission's work generally. List Number 3 comprises letters against the commission's work. List Number 4, letters against the French language, only two. List No. 5, submission of opinions and suggestions with regard to broadcasting in Canada. List Number 6, letters addressed to the committee.

The CHAIRMAN: Is Mr. Sedgwick here, representing CFRB?

HARRY SEDGWICK, called.

*By the Chairman:*

Q. Mr. Sedgwick, you are representing station CFRB, Toronto, I believe?—

A. Yes, sir.

Q. All right, go ahead.—A. May I thank your committee, Mr. Chairman, through you for the invitation to appear before you to-day, and may I say at the outset that the brief I have prepared and which I shall read to you has been drawn up not selfishly but with the interests of the listener always prominently before me and in the hopes that what I have to say will be of some assistance to your committee in coming to a conclusion which will operate for the benefit of all concerned.

It appears now that the present committee are faced with making a very important decision and laying foundations now for whatever plan is best suited to cater to the needs of the Canadian listening audience. I would like to deal first with the question which was uppermost in the minds of the committee under the chairmanship of Sir John Aird when they made their first report—that is, the complete nationalization of radio. It would be possible, with the expenditure of sufficient money, to duplicate in Canada in its essential features, the British Broadcasting Company. Notwithstanding the fact that a great deal has been said before you gentlemen, estimating the cost from two million to fifteen million dollars to operate such a system, I think there is a very simple way of arriving at what that cost would be. Let us assume that the B.B.C. is efficiently operated and is giving the maximum amount of program service for the money it spends and I am sure we will all agree that the British Government know how to efficiently operate their business. It seems to be elementary, then, that the cost of duplicating that service in Canada would be approximately what it cost in Britain, viz. \$6,305,000 annually for expenses, with an *additional* amount to cover our vast territory by telephone line, *plus* additional money to cater to our two languages, *plus* an additional amount to stagger our programs to take care of the time difference between Halifax and Vancouver, *plus* an additional amount to take care of the extra stations which would be required to cover our great area. It would in addition be necessary to make a capital investment and if we again take the B.B.C. figures, it can be noted that they have a capital investment in England for broadcasting purposes of 1,600,000 pounds. It seems, therefore, that to decide now to completely nationalize Canadian radio, we are faced with expenditure of amounts similar to these. That, of course, will provide us with a complete program service, free of advertising, across Canada for approximately 14 hours per day or from 10.00 a.m. to 12.00 midnight, considerably less than the program service being provided at present by private owners. It would also give us, as in Great Britain, a definite choice of two programs, national and regional, but what I think concerns us more than anything is what effect that would have on the Canadian listener audience. It is my considered opinion that were we in the happy position of being able to duplicate the B.B.C. program service in Canada today, we would, within a

very short time, lose the large majority of our listeners and turn them definitely over to American stations. We would also lose a very substantial amount of money in this country as advertisers in Canada, selling Canadian-made goods, would be quick to take advantage of advertising over American stations if the situation ever developed to the point where they could definitely establish the fact that the majority of Canadian listeners were listening to stations across the line.

I am listing hereunder an average day's national and regional program, the one selected being as listed by the B.B.C. for April 18, 1934 and respectfully suggest to this committee that our radio listener in Canada has had such a great variety of elaborate programs to choose from that it would be impossible to satisfy him if he were offered the choice of two programs such as these and it is for that reason I say undoubtedly our listener audience would, in the great majority of cases, tune in to stations in the United States:

*Wednesday, April 13, 1934*

#### NATIONAL PROGRAM

- 10.15 a.m. Service
- 10.30 a.m. Weather Forecast
- 10.45 a.m. A. G. Street "Thinking Aloud"
- 12.00 noon Organ
- 12.45 p.m. Western Studio Orchestra and Elsie Griffin (soprano)
- 2.00 p.m. Trocadero Cinema Orchestra
- 3.00 p.m. Pianoforte Interlude by Ernest Lush
- 3.30 p.m. Bournemouth Municipal Orchestra
- 4.45 p.m. Gramophone
- 5.15 p.m. Children's Hour
- 6.00 p.m. News
- 6.30 p.m. Foundations of Music
- 6.50 p.m. Gerald Heard: "Science in the Banking"
- 7.05 p.m. John Morgan—for farmers only
- 7.30 p.m. Lieut.-Col. Sir Vivian Henderson "In Trouble"
- 8.00 p.m. Introductory talk to symphony concert
- 8.15 p.m. B.B.C. symphony concert from the Queen's Hall. Lionel Tertis (viola) and the B.B.C. symphony orchestra conducted by Adrian Boult. Schubert-Walton-Brahms.
- 9.10 p.m. News.
- 9.25 p.m. Concert (continued)
- 10.15 p.m. James Agate "The Theatre"
- 10.30 p.m. Reading
- 10.35 p.m. Dance Music

#### REGIONAL PROGRAM

- 10.15 a.m. Service
- 10.30 a.m. National Program
- 12.00 noon Northern Studio Orchestra and Edith A. Hockley (contralto)
- 1.00 p.m. Gramophone
- 1.30 p.m. B.B.C. organ
- 2.00 p.m. Midland Studio orchestra
- 3.00 p.m. National Program
- 6.30 p.m. Program of the music of Amy Woodforde-Finden; Western Studio Orchestra and Olive Gilbert (contralto)
- 6.40 p.m. N.R. opening speech of the Midlothian Campaign delivered by the Rt. Hon. W. E. Gladstone at Carlisle, November 25, 1879.
- 7.30 p.m. Moore's Irish Melodies; The Wireless Singers



- 8.00 p.m. Wireless Military Band and Tom Kinniburgh (bass)
- 8.15 p.m. W.R.—Welsh Coal; Discussion between two owners
- 9.15 p.m. Variety
- 10.00 p.m. Marion Harris
- 10.15 p.m. News
- 10.30 p.m. Dance Music.

Radio business in Canada is just as much dependent on the radio business of the U.S. as our stock markets are guided by the stock market conditions in New York. While it may be something to be regretted, it is absolutely a fact and I think it has got to be faced.

#### ADVERTISING—AND ITS RELATION TO THE LISTENING AUDIENCE—THE GENERAL PUBLIC

The listening audience is the most important element to be considered in connection with radio broadcasting. The Parliamentary Committee, the Radio Commission, the Radio Advertiser and the Station Operator are all before the bar of the listening audience, and subservient to its interest. The radio audience is not a guaranteed audience; it is the most selective audience the world has ever known. The listener sits in his own home and turns the dial of the radio to the program which he likes best. All the regulations that may be made will have but little effect on this principle. A program with three per cent advertising content may be a much inferior program to another with an advertising content of ten per cent, or, to put it another way, the two programs being offered over the air at the same time, the program with the higher advertising content may be drawing eighty per cent of the listening audience. There can be only one answer, namely that the listening audience, generally speaking, prefers the one program over the other. Broadcasting chains and station operators have always had to recognize this principle. They have nothing to sell but circulation, and it is of paramount importance to their very existence that they keep checking and re-checking the volume of their listening audience. No one is more anxious to keep programs properly edited as to advertising content and price mention than the operator himself, because he must give the public what it wants or otherwise his investment is a loss. For anybody, therefore, to make absolutely hard and fast regulations and say this is what the public must or must not have, can hardly be expected to work out satisfactorily. The public is well able to take care of itself and the operator must bow to its wishes or otherwise he loses his audience. The wishes of the public in respect of programs change from day to day and all the time, and the intelligent broadcaster and advertiser must keep abreast of the changes or otherwise he cannot retain his audience, which is his entire objective in business. Rules and regulations made to-day do not apply to to-morrow, and it is suggested that there will be a much happier listening audience if it is left largely to take care of itself and express its disapproval by refusing to listen rather than to have a commission arbitrarily enact regulations as to what the public itself wants at all. Certainly in radio a formula of a year ago is out of date to-day. Buffalo stations freely advertise that check-up of listening audience in Toronto shows that they command a larger audience than most of the Toronto stations, and still Buffalo stations openly and legally do all of the things over the air which are prohibited by our Canadian regulations, such as exceed 5 per cent advertising, mention price, use spot announcements any time of the day, etc.

Dealing with it from the advertiser's angle, the Canadian advertiser also has a problem facing him of catering to a listener audience in order to get any results for the money he is spending and it is exceedingly difficult to induce the large companies doing business across Canada to spend very substantial sums

on radio entertainment, station time and line charges unless they are permitted to definitely sell their goods. These advertisers should be given sufficient leeway so they may sell in the most effective manner, always having in mind that they must not antagonize the people into whose homes they are intruding with their sales talk. A number of companies, for example, manufacture and sell articles which have a definite price appeal and still they are prohibited from mentioning that price on the Canadian air while their American competitor, to whom a great number of people in Canada undoubtedly listen, can freely mention price. It is our opinion that the permission of reasonable price mention—say one mention in each 15 minutes with no permission to mention price on spot announcements, would have the definite effect of encouraging more people to purchase programs rather than spot business and the result could only be to the benefit of the listener. Furthermore, we feel that price mention, in a number of cases, will eliminate a great deal of unnecessary sales talk, some companies even going so far as to spent a lot of time on the air explaining how they would like to mention price but the regulations of the commission prohibit it and referring the listener to telephone numbers and other ways of ascertaining that price. Mentioning of price would probably eliminate 100 or more words of advertising continuity that would then become unnecessary.

#### THE COMMISSION—A REGULATOR AND A COMPETING BODY

Under existing conditions, the Canadian Radio Commission is a broadcaster and operator of radio stations for revenue in competition with private station operators, and at the same time is the governing body of radio, controlling its competition by regulating its competitor's interior economy, and there have been programs with definite advertising value that have been accepted by commission stations on a basis that the private operator would not be able to compete with. I respectfully submit to this committee that this situation is unsound and is unfair to the private station operator, and that if, in your wisdom, you decide that the radio industry in Canada should be completely nationalized, that should be done promptly and all of the privately owned stations taken over by the commission rather than have them feel they are going to be gradually forced out of business by rules and regulations under which they will not be able to profitably operate.

I will take the liberty of reading a few of the sections of the Act, with suggestions as to how they may be amended in fairness to the private operator and without injury to the listener.

Section 8 (b) reads as follows:—

The commission shall determine the proportion of time that is to be devoted by any station to national and local programs respectively, and the proportion of advertising that is to be authorized, which shall not, unless by permission of the commission, exceed 5 per cent of any program period, and may prescribe the character of such advertising.

With respect to the first part of the subsection quoted, surely parliament never intended to put into the hands of the commission the right to determine what program periods private stations had to take commission programs at any price set by the commission. It is well known, that the bulk of the revenue of a radio station is derived during the hours that the commission broadcasts its programs. Under this part of the section as it now stands, the commission can arbitrarily require a station to take national programs for particular hours gratis if they so order, and thus put a private station out of business. Yet that is the very effect of the power given under this portion of the subsection, and it may be utilized by the commission to demand that stations take programs at prices that would be absolutely ruinous and would bring the existence of the station to an end.

The other part of the section, setting a definite limit on the amount of advertising, is, we feel, too arbitrary. There is no objection to the commission prescribing character of advertising, but to arbitrarily set a certain percentage is, we believe, not sound. In given cases where advertising is made to run through the continuity of a program, it is next to impossible to ascertain the exact percentage, and the matter would be better dealt with in the discretion of the commission in the case of individual programs. It is suggested that the subsection could be better stated to contain the following idea:—

The commission shall determine the amount and the character of any advertising which may be used by any radio station in its programs.

Section 8 (c) reads as follows:—

The commission may prescribe the periods to be reserved periodically by any station for national programs.

This sub-section as it now stands is practically a repetition of part of 8 (b) already referred to, and is objectionable for the same reason, namely, that it arbitrarily puts in the hands of the commission the right to ruin private stations by forcing them to take the programs referred to at any price whatsoever. It is suggested that it would be better eliminated from the Act.

Section 13 (2) reads as follows:—

If the commission recommends the cancellation of or refusal to renew any licence in the interests of broadcasting generally in Canada and certifies that such cancellation or refusal is not on account of any failure to comply with this Act or the Radio Telegraph Act or regulations thereunder, compensation may be paid to the extent of the depreciated value of radio equipment, together with an allowance for the cost of restoring the premises to a tenable condition for ordinary purposes.

It is submitted that the principle enunciated in this sub-section is entirely inequitable. Provision is made under sub-sections 11 and 12 for expropriation, and the compensation to be payable is to be ascertained in accordance with the provisions of the Expropriation Act.

This sub-section as it now stands could readily work out as a very grave injustice. Why should not a station be compensated on cancellation in the same manner and to the same extent as if it were expropriated? Surely a company which loses its business, without cause, is entitled to the same compensation as a company whose business is expropriated. Suppose the premises occupied by a station were leased premises, as they usually are; the result of cancellation would be that the company would receive compensation for its equipment on a depreciated basis, and an allowance for cost of restoring premises, but it would still remain liable on a lease, and besides, would not be compensated for loss of earning power, which is the only important asset in any business. Besides this, the sub-section as it now stands is susceptible to abuse by the commission, because the commission could elect, instead of expropriating to follow the cheaper course of merely refusing to renew licence, without cause, and then open a new station without having had to pay the compensation which it would have to pay if it had taken expropriation proceedings under the other sections of the Act. It is suggested that the sub-section should be amended so as to read substantially as follows:—

If the commission recommends the cancellation of or refusal to allow any licence in the interests of broadcasting generally in Canada and certifies that such cancellation or refusal is not on account of any failure to comply with this Act or the Radio Telegraph Act or regulations thereunder, the compensation payable shall be determined in the same manner as if the commission had taken expropriation proceedings under Section 11 of this Act.

It should, perhaps, be a new section rather than a sub-section of section 13.



*By Mr. Wright:*

Q. Under what section of the Act, did you read, does the commission object to chain broadcasting of the type you mention?—A. I think it is section 8, sir; section 8 F.

*By Mr. Gagnon:*

Q. I think it was commended by the committee to the House in 1932?—

A. Yes. We do feel, as I set out in this brief, that what the committee has in mind was the creating of monopolies in chains, such as with some of the chains in the States, whereby control of the stations were under control of one company. We do not think it was ever intended to prevent stations privately operated from tying together in the cheapest possible way, in order to interest their customers in advertising on both stations simultaneously; for instance, you might have a program originating in Montreal released simultaneously in Toronto, and conversely you might have a program originating in Toronto going on the air simultaneously in Montreal. As it is now, permission for each one of these chain broadcasts must be applied for separately, and the lines must be arranged for individually, and the cost is sometimes such that it is almost impossible to do business. It is, of course, much cheaper to buy lines on a bulk basis, you can get them at a cheaper rate.

*By Mr. Beynon:*

Q. You spoke of connecting your station, with what station in Montreal?—

A. With station CKAC.

Q. For what purposes did you want to connect them?—A. We wanted to connect them so that we can use the line between Toronto and Montreal for the purpose of having the Columbia Broadcasting program which they have. They are the Columbia outlet in Montreal. We bring those programs in from Buffalo to Toronto, and we wanted station CKAC to take those programs from us instead of bringing them in from Albany. At the same time we would have that line available for use in connection with other advertising programs originating in Canada.

Q. Does the Montreal station carry the same program?—A. Oh, yes.

Q. Only they get it from another source?—A. Yes, from Albany.

Q. Would the connecting up through your station reduce the cost any?—

A. It would have kept all of the money in Canada as far as the actual line cost was concerned; it would be approximately the same cost, except that our station would get some of that money back from advertising programs which would help to defray that cost.

Q. And you want to send these N.B.C. and Columbia programs from your station to Montreal, is that the idea?—A. Well, you see, in connection with the Columbia Broadcasting programs we bring them in from Buffalo; station CKAC bring in what they use from Albany, and we feel that it would be better to keep the money in Canada, which we would do if we had this line between our station and Montreal. We would, of course, use that line for other business also. Station CKAC get Columbia programs from Albany to the extent of about 22 hours out of a 116-hour week. Two of these hours are taken by the New York Philharmonic on Sunday afternoon.

Q. What is the objection to your feeding that program to Montreal, do you know?—A. It was objected to under the section giving control of chain broadcasting to the Commission. That is why I was suggesting that possibly this section should be revised.

Q. I was wondering now if you could give us any reason why it should not be done; the mere fact that there is a rule which gives them control, as Mr. Charlesworth stated, is no reason why they should not deviate from it

when occasion warrants?—A. The fear, as expressed I believe by Colonel Steel, when we spoke about it, was that giving this permission would have the effect of turning over the most populous section in Canada to an American chain. That, of course, we could never really understand because neither CKAC nor CFRB are pledged to take any Columbia programs. We merely have the right to them, just as the commission station in Toronto would have the right to take N.B.C. programs—and when we take these programs we select what we think we want and what we think the listeners generally want. As a matter of fact, the Commission have control of that, and have restricted it to forty per cent of the available time for programs of foreign origin. The total amount of Columbia commercial that comes over CFRB in the peak of the season is approximately six and one-half hours a week. The average is considerably less than that. The maximum of commercial programs in any one week which has ever been put out over CFRB I think has been six and a half hours a week out of a total of 116 hours on the air. All of these commercial programs are advertising goods manufactured and distributed in Canada, and under the regulations of the Commission they really qualify as Canadian programs.

Q. Do you take any other American programs beside that?—A. None.

Q. That was the total of American programs over your station—your highest has been around six hours a week?—A. That is commercial, sir. We take sustaining programs, such as the New York Philharmonic, classical programs of music and song, Leopold Stokowski and the Philadelphia Symphony Orchestra; we take popular orchestras and dance bands occasionally, such as Guy Lombardo, whom we figure in Canada are non-competitive, there is nothing like them here, they are on a sustaining basis. But in any of this material we take we are not dictated to, and we are not forced to take it; we can take all of it if we like, or none of it.

Q. But you are limited to what per cent?—A. Under the regulations 40 per cent of the programs is the maximum of foreign programs that can be permitted.

Q. What per cent do you use, as a matter of fact?—A. If it is of interest to you, I have some program information which I might give to the committee. It is in my bag, and I will get it if you will just excuse me for a moment.

Station CFRB is on the air approximately 114 hours a week, and puts on an average of 336 programs a week. Out of the 114 hours' average that they are on the air during which the number of programs total 336, those emanating from the Columbia Broadcasting system, and which may be classified as commercial, number 21. That is at the peak of the season. I have a note here that the number of commercials drops and sustainings increase in the summer months. CFRB maintains the same schedule winter and summer. This is at the peak of our season in February and March. I have here an analysis of the programs which we give to the listener in an average week's broadcast, showing the distribution of a total of 336 programs.

#### ANALYSIS OF PROGRAM TYPES IN AVERAGE BROADCASTING WEEK

Religious programs.. . . .	10
Classical programs music and song, excluding symphonic works.. . . .	26
Educational talks.. . . .	17
Popular ballads and songs, instrumental and vocal.. . . .	48
Symphonies: N.Y. Philharmonic, Philadelphia Symphony.. . . .	2
New Casts .. . . .	30
Popular orchestras and dance bands.. . . .	28
Organ programs .. . . .	9
Children's programs .. . . .	18
Comeday and Dramatic plays .. . . .	11
Live stock, markets reports, farmers' and stock market reports .. . .	12
Sports programs (hockey, sports views, tennis, badminton, etc.).. . .	7
Old time programs (old time dance band, old songs, etc.) .. . . .	16
Variety programs: Music, comedy, drama, song.. . . .	14
Miscellaneous, such as political talks, astrology, book reviews, special features from Europe .. . . .	Balance

A FEW OF THE OUTSTANDING FEATURES BROUGHT IN RECENTLY BY CFRB  
THROUGH ITS AFFILIATION WITH THE COLUMBIA BROADCASTING SYSTEM

- Jan. 14. Bernard C. Lodes from the Hague.  
 25. First act of Donizetti's "La Favorita" from La Scala, Milan.  
 27. Prince of Wales' address at Mass Meeting of National Council of Social Service, London.  
 28. Count Paul Teleki from Budapest.  
 18. Prince Tokugawa, President of House of Lords, Japan.  
 26. Manuel Guezon of Philippines.
- Feb. 9. Ambassador Saito of Japan.  
 17. Program from Rugby, England.  
 24. Portland Symphony Orchestra.  
 10. First broadcast from Opera Comique in Paris—Massenet's "Manon."  
 19. Program from Buenos Aires.  
 7. George Bernard Shaw from London.
- Mar. 9. Sir Oliver Lodge from London.  
 20. David Lloyd George from London.  
 17. Oxford-Cambridge Boat Race.  
 17. Eamon de Valera from Dublin, Ireland.
- Feb. 18. Chancellor Dollfuss from Austria.  
 11. Sir Evelyn Wrench from London.
- Christmas  
 Day. British Empire Broadcast.  
 Funeral Service of King of Belgium.  
 Coronation Ceremony of new King of Belgium.
- Mar. 30. Archbishop of Canterbury will deliver Good Friday message from his study in the Old Palace at Canterbury, England.
- Apr. 1. Eastern Sunrise Service from California.

OTHER REGULAR FEATURES

Conclave of Nations (speaker and music of various nations).

New York Philharmonic Symphony Orchestra.

New York Philharmonic Symphony Society's Children's and Young People's Concert.

Leopold Stokowski and Philadelphia Symphony Orchestra.

Ernest Hutcheson, world-renowned pianist, with orchestra.

"Whither Britain"—speaker from London each week.

International Broadcast—speakers from Europe each week.

These are some of our winter activities that originate in Canada.

Q. And do these include the 40 per cent which you are allowed of foreign program?—A. Oh, yes.

Q. Then you must have at least 60 per cent originating in Canada?—A. That is correct, sir. I might also say, dealing with the educational end of it, that we have a repertory company which we support in our station, which produces for our station. I have here a statement which shows the plays which have been produced so far this season, and which will continue until July.



## THE PRODUCTIONS OF THE REPERTORY COMPANY OF THE AIR, CFRB, TORONTO

*First Season—January to July, 1934*

Tabulated according to Period

Producer: Andrew Allan of CFRB's Production Dept. Director: St. John Betts

*Shakespeare:**Comedies:* Twelfth Night; The Taming of the Shrew; The Merchant of Venice; A Midsummer-Night's Dream; The Tempest.*Tragedies:* Julius Caesar; Macbeth; Antony and Cleopatra; Romeo and Juliet; Othello.*Histories:* Henry VIII; Henry IV (First Part); Henry V (Birthday Production).*Elizabethan and Early Jacobean:*

The Knight of the Burning Pestal (Beaumont and Fletcher); Volpone (Ben Jonson).

*Restoration (Late 17th Century):*

The Gentleman Dancing-Master (William Wycherley); The Way of the World (William Congreve).

*Eighteenth Century:*

Richard Brinsley Sheridan's—

The Rivals; St. Patrick's Day; and The School for Scandal.

Oliver Goldsmith's She Stoops to Conquer.

*Nineteenth Century:*

The Cenci (Percy Bysshe Shelley); Caste (T. W. Robertson); London Assurance (Dion Boucicault); Charles I (William Gorman Wills); Becket (Alfred, Lord Tennyson); Salome (Oscar Wilde).

These are productions which we have produced in our station. I may say this to you, that we take our duties to our public seriously, and we find that they are very appreciative of our programs.

*By Mr. Garland:*

Q. What was the response to all this "high-brow" stuff—so-called?—A. All of it is not high-brow; the response to these plays has been quite good. Some of them were low-brow, and some of them were high-brow. The listener-audience has evinced no tremendous enthusiasm for this type of broadcast, any more than it has shown any tremendous enthusiasm for symphonic work. People who do like it are very keen about it, and are very happy to express themselves. We receive at our station an average of about 20,000 letters a month, and I will agree that a large number of them are drawn in by throwing out bait, but at the same time they do express their opinions on these things and it is in that way that we guide our broadcasting activities.

Q. Did you have any opportunity to read the evidence given here by the representatives of the Musicians' Organization?—A. I did, sir.

Q. Have you had any difficulties in that connection?—A. No, we have maintained very pleasant relations with the musicians, and all the musicians we use are members of the organization.

Q. Were not programs such as you describe similar to those of which they were complaining as being prejudicial to Canadian interests?—A. I do not

think so, I think you will find that they definitely state that there is nothing here in Canada that can compete with such things as the New York Symphony, the New York Philharmonic, the Philadelphia Symphony Society, and the things of that sort. The main objection is to the policy of the Commission in picking up dance bands in Canada and broadcasting them across the country.

Q. They also referred to the importation of music from cities like Buffalo?—A. We do not bring them from stations in Buffalo, they only come by line from Buffalo. I do not think any of the other stations do either. The majority of the music that we bring in is non-competitive. I do not think that there is anything that is ordinarily brought in, either from Columbia or N.B.C., which is definitely competitive. We have not got in Canada what we bring in from the States.

*By the Chairman:*

Q. I would like to ask you about these letters you receive: are they mostly commendatory letters, or do you have letters of objection?—A. I might explain that not all of these letters are voluntary; that is, we throw out bait to get these letters because we feel that it is necessary for us to get our finger on the public pulse; but in a large number of cases these letters do comment on our programs and on our station, and we have received an average for one season of about 20,000 letters a month.

*By Mr. Gagnon:*

Q. How many stations have you, a good many?—A. Just the one station only, CFRB.

*By Mr. Beynon:*

Q. You said the public as a whole are not intensely interested in symphonic music?—A. I say that the listener audience is not nearly so large, in our opinion, as it is supposed to be—at least that is our conclusion from the results of our telephone check-up.

Q. How do you find that out?—A. For example, Denton Massey broadcasts the York Bible Class on Sunday afternoons between four and five. That is at the hour when our New York Philharmonic is going over the air. He would be broadcasting on one station and we would be broadcasting the New York Philharmonic on another, and on several Sundays Mr. Massey has informed me that he has made a telephone check-up to find out whether the audience was listening to his broadcast or not. He tells me definitely that he has a greater listener audience following the broadcasts of the York Bible Class, he says it is greater than we have listening to the broadcast of the New York Philharmonic. On the other hand, we get a tremendous amount of telephone calls the moment anything interrupts our broadcast of the New York Philharmonic. I might tell you that just yesterday afternoon an interruption occurred which lasted for one minute, something went wrong with the transmitter and all four of the telephones into our studio were constantly busy wanting to know the cause of the trouble. That shows us, I think, that the people who do listen to this type of program are tremendously keen about it. That is why we keep this program on and we think so much of it that we will not make any changes in it nor sell any of that time on the air.

Q. What territory would that cover?—A. You mean the surveys?

Q. Yes.—A. Most of the advertising agents in Toronto confine their survey to Toronto and district, within reach of the telephone. The general procedure is to take a number of telephone girls whom they engage from the Bell Telephone Company, to write out special questions for them, and they will probably put over anywhere from 500 to 2,000 telephone calls in the course of one hour when

their program is on the air; the object being to find out if possible whether the listener is tuned in on their program, and if not, to find out what they are listening to. If they find out that their program is not reaching the listening audience they do not hesitate to take it off the air or to change it.

Q. But what territory would that cover?—A. Only Toronto and suburbs, just where you can reach by ordinary telephone. There might be some cases where advertisers might have a similar survey made at the same time at other places; take the case of a firm which advertises on the air and which does business through a large number of retail stores throughout the country, they might have their various store managers make a survey to find out to what extent the program is being listened to at outside points.

Q. Is there any system for checking up the listener audience in rural sections?—A. It is very difficult, except by offering something, to find out what they are listening to. For example, I might point you to this one: we had a broadcast which we put on especially for farmers which featured last-minute news about the live stock markets, and in addition to that we were provided with material by the departments of agriculture both of Ontario and the Dominion, and we carried that on for a sponsor for over 13 weeks, and when his contract expired we continued it as a station feature; and in an endeavour to find out whether it was being listened to or not we asked the listener for an expression of opinion as to the desirability of extending this series. As a result of that one announcement, we received 846 letters from farmers, and I have an analysis of the counties and towns and the number of replies from each town, if anybody would care to see it. It was quite a substantial response. It rather surprised us. We also analyzed the number of sheep and cattle and hogs in these counties, so that we could say what was the live stock of those farmers who were listening to our programs. I know we got letters from members of parliament stating that their constituents had asked us to continue. We got letters from farm associations, some saying that they represented as many as 1,600 farmers in the counties, saying that these services were most valuable, for in many cases they did not ship their cattle until they had heard our noon hour broadcast, and we felt we were reaching tremendous rural areas at that time. That is how we found out. This is something that you may care to look at. There are the counties (indicating) and the number of replies received.

*By Mr. Ahearn:*

Q. Mr. Sedgwick, have you ever conducted a survey or do you know how many licences there are in the district which you serve, that is radio licences?—A. We only have that from the statistical figures.

Q. What are they?—A. I think in Ontario the last figures were something like 350,000 licences.

Q. How many do you figure that your station reaches?—A. Well, we reach practically all of them.

Q. 350,000?—A. Yes. I might say in connection with the hockey broadcasts—they were referred to by Mr. Passmore the other day—we carried them. We were the originating station. We picked up the hockey teams in Toronto and broadcast them on the chain. When the General Motors offered their hockey guide in order to find out how they were being listened to, station CFRB received about 29,000 odd letters asking for that hockey guide; and we received letters from every province—every county, I think, in Ontario—and from every province in Canada, from Newfoundland, and from 44 out of the 48 states of the Union to the south.

Q. That is the hook-up?—A. No, that was our station direct; requests went out from the station that the letters be addressed to the station to which you are listening, which will now identify itself, and the station was cut out, and



the station to which they were listening did identify itself. This is a list of the first 16,000 letters that we received as a result of those requests, and you see we go as far as California, Florida, et cetera.

*By the Chairman:*

Q. You mean your station was heard in all those places?—A. Yes, regularly. There is a survey of Canadian provinces.

*By Mr. Wright:*

Q. Have you that summarized?—A. Yes, it is summarized, by counties, towns, provinces and states.

*By Mr. Beynon:*

Q. Were you not on a chain broadcast?—A. We were feeding to a chain. But these replies are the ones that came in to station CFRB as a result of this request.

*By the Chairman:*

Q. All these stations knew it originated from your station?—A. Yes, the listener did. The listener was listening to one station. This is what came in. Every other station got mail too. There was a total of about 75,000 letters received, of which we got 29,000; because each station identifies itself at the end of the announcement. These are listeners listening to station CFRB in Toronto.

*By Mr. Ahearn:*

Q. What is the number of radio users that you reach in the Toronto district, in the district you are serving?—A. It is difficult to estimate. We figure our effective area is within a 150-mile circle around our station—our effective area, that is where we can definitely hope to get a substantial area of listening audience, and it goes into the States as well. While we don't sell our stations on American coverage, the Columbia Broadcasting System made an estimate once that we had something like 10,000,000 listeners in the United States that are within the effective area of our station. Some of these figures produced would tend to show, I think, they listen in to a lot of our programs.

Q. The Toronto district supplies over 350,000 licences?—A. That is right.

Q. Of the total number in Canada?—A. Yes. Just about 50 per cent of the licences come in the Ontario range.

Q. And you cover that district pretty fairly?—A. Pretty well, we believe.

*By Mr. Beynon:*

Q. You dealt there with the 5 per cent limitation on advertising. American advertisers advertise over the Canadian stations, don't they?—A. Yes. I mean the ones that buy Columbia chain business; usually only for a Canadian subsidiary or a Canadian company, such as General Motors. They do bring in some programs from the Columbia system. The Ford Motor Car Company bring in a program. That program is paid for, that portion of it, of the cost of line charges and station, by the Ford Motor Car Company of Canada, and it is put on and announced as a presentation being brought to the listeners by the Ford dealers of Ontario, as far as we are concerned, and I suppose the Ford dealers of Quebec, in Montreal.

Q. Do these companies that advertise in Canada keep within the 5 per cent?—A. Not generally, no, sir, neither on the Columbia system, nor has it been our experience that they do generally on the National Broadcasting Company. They don't definitely keep the advertising to 5 per cent. It is very difficult to say just where the advertising starts and stops. The better pro-

grams now are putting their advertising in by way of little dramatic play-lets, and you can't tell whether there is going to be advertising continuity at the end or beginning of the program or whether it is pure entertainment. It would be very difficult for a man with a stop watch, to tell where to stop or start, unless he had a rehearsal beforehand. It is a method of advertising, of getting that advertising over with the least offence to the listener, and it changes regularly. Take the Ford program; they always play a theme song when they are going to go on with their advertising. Sometimes they fool you and don't put any advertising in it, but the very fact that the theme song is there, so far as advertising is concerned, is as effective as if they said something. There are ideas that the advertiser is continually working on. He is as anxious as anybody to get the advertising over with the least offence and with the most effectiveness.

Q. That is, he is putting all the sugar on the pill that he can?—A. Sugar-coats the pill as much as he can. It is quite a definite method of advertising now for some of the better programs to use a dramatic cast with sometimes as many as six people to enact a drama or comedy, and get their advertising in in an indirect way. Some of them feel that that is more attractive than straight selling. You can take the program of the Fire Chief for Texaco gasoline, where he spends most of his time kidding the product he is trying to sell. It is a definite idea to put it over so the listener likes it. It is the entertainment feature of the program largely, as a matter of fact.

Q. It is on the old idea about the Ford, that every knock was a boost?—A. That is right.

Q. And they really adopt that method of advertising?—A. Yes. You can't say they adopt it and stay there. They change daily, weekly, I mean, every new program has its new idea. Advertising agencies are racking their brains for new selling ideas, to put over advertising in the least offensive way, but I don't think it is possible to clock it with a stop watch and say "This is advertising and that is not." You never know where to start. Sometimes the advertising is continuous. Take the Chase & Sanborn program, which comes over N.B.C. over the commission's station in Toronto. Eddie Cantor will run advertising all through the program in a joking way, but it is still advertising. I mean it is getting the name before the listener, the name of the product he is trying to sell. It is very difficult to clock it.

Q. I suppose it would be impossible?—A. We think so. I know we have clocked programs, and other people have clocked programs, and we never seemed to agree. It is very difficult to get two people clocking at the same time to absolutely agree, unless the advertising time is just at the opening of the program or the finish. It is a hard thing to clock it, and where the advertising is worked through the program, and carefully worked in as so many advertisers try to do, it is hard to say how they should time it. We had a series of programs like that on CFRB, advertising Duplex Safety glass. The advertising in that was put in the form of a little dramatic skit, enacting a court room scene or emergency hospital scene; or take a program with some humorous and some dramatic effects say at the finish, I don't know how a man timing that would be able to put his stop watch on that until he started to get into the advertising. But it makes it pleasing to listen to and we have never had any objection to that form of advertising from our listeners.

*By the Chairman:*

Q. Do you think the advertising writers have been affected, or influenced for instance in chain advertising, by the fact that there is very definite objection by the commission, by the committee, to too much advertising?—A. Do you mean if program sponsors have been scared away from the air?

Q. No, I mean if their continuity writers or advertising writers have been influenced in trying to shorten the amount and to work it in as inoffensively as possible, because of the fact that advertising is objected to?—A. I don't think so. I think they do that because they want to cater to the public. They have their finger on the public pulse regularly, and they spend their time at this. That is their business. They are writing advertising that will be most effective and least offensive.

Q. If there are three stations in Toronto, and all three are permitted to advertise and there is no curtailment whatsoever, what choice would the people have if you put 50 per cent of the time in advertising?—A. If 50 per cent was in that, they would not listen, and that station would go out of business.

Q. All your stations would be in the same position?—A. The net result of that is still back on the shoulder of the listener, because the advertiser will not spend money for advertising unless he sell the goods. If you offend your public, you will lack listeners. He will tune in to the American stations. If you lack listeners you don't sell the goods, and when they don't sell the goods the advertisers will not advertise that way. He tries some other medium.

Q. In other words, you are telling us that the amount of advertising would take care of itself by the demand of the public, without any regulation whatsoever?—A. Generally, yes.

*By Mr. Beynon:*

Q. Does the commission carry American advertising programs?—A. I believe so, yes. Well, when I say commission, I mean stations operated by the commission.

Q. That is what I mean?—A. Yes, they carry programs that originate with the National Broadcasting Company.

Q. They carry programs that originate with the National Broadcasting Company?—A. Yes, some of them.

Q. When they are broadcasting over the commission stations, do they keep to their 5 per cent?—A. Some do and some don't. Certainly a large number of them don't keep down to the 5 per cent.

Q. Do they use price announcements over the commission stations?—A. They do, yes. They have done. It is difficult to cut this out. You don't know when they are going to do it. The man on the control board picking up the program does not know when the price announcement is going to arrive, and it is on the air before he knows it.

Q. The only way to do would be to cut that station out entirely if it did that?—A. Cut that program off entirely if it did that, or else go down to New York and persuade the producers of the program to eliminate that advertising on their entire program. But the difficulty we have with doing that is that they can't alter their program just to suit one station in Canada which means little or nothing to them, when they are probably feeding that same program to sixty or one hundred stations in the United States.

*By Mr. Garland:*

Q. Have you actually heard them quote prices over the Canadian stations?—A. Yes, both ours and the commission's stations. We are both offenders.

Q. I don't know how you get away with it. I have listened in probably as much as anybody in western Canada, and I have never heard prices mentioned yet. When a program is coming through, the local announcement is made while the price is given?—A. Over which station is that?

Q. I am referring to CFCM?—A. Oh, yes. Well, do they carry American programs?

Q. Yes?—A. Which programs? I didn't think they ever carried any national chain programs out there.



Q. Oh, I can't give you them all. You could get that probably from the commission, but I have heard lots of them. Another interesting thing in connection with that which just comes to my mind, is with regard to the Alkaseltzer program and the Crazy Water Crystals program. In both cases the price is eliminated on their broadcast over our stations?—A. I don't think there is very much originating in the States, however.

Mr. CHARLESWORTH: The Crazy Water Crystals program originates in Canada. There is a separate program for the States. I think you carry it on your station, Mr. Sedgwick.

The WITNESS: Yes. We don't let them announce prices on any program that originates in Canada.

*By Mr. Garland:*

Q. I have noticed the station, at the stage when price was being mentioned, going on with some local continuity?—A. I don't think those programs originate in the United States. I don't think the price would be announced if they originated in Canada.

Q. What percentage of offense is there in that regard?—A. It is negligible in Canada to-day because there are few American programs coming into Canada, advertising programs. As I pointed out earlier, in station CFRB, the most we have ever carried in a broadcasting week has been 6½ hours, and I understand the commission carries similar features.

Q. What objection is there to quoting prices?—A. We can't see any. I am asking for it.

Q. Have you ever taken it up with the commission?—A. Yes.

Q. What is their objection?—A. Well, they have not definitely given us any, except that it is in the rules and regulations. I had a talk with Mr. Charlesworth about it, and I think that Mr. Charlesworth was—at least I felt that he was inclined to agree that there was something in what we said. I don't think he felt there should be a regulation, but the rules and regulations were there and until they were amended he could not tell me they could do anything, or could not offer any relief in that respect.

*By Mr. Gagnon:*

Q. Do I understand from you that your work has been carried on harmoniously with the commission?—A. I think so. We have our troubles, of course, and we sometimes don't get what we ask for. But as far as our personal relationship with the commission is concerned, we have absolutely no ill-feeling to them at all.

Q. Has there been improvement by the work of the commission?—A. Not as far as our area is concerned. I don't think there has been any great change. There is nothing the commission uses that was not used before. For the people who absolutely demand a program without any semblance of advertising at all, I suppose they would figure it is an improvement; but as far as the actual programs are concerned that are now going out as commission programs, in the majority of cases they were presented by advertisers previously.

Q. I understand your station in Toronto is in competition with the commission station?—A. Yes.

Q. Do I understand you are supposed to speak for your business?—A. That is right.

*By Mr. Garland:*

Q. The Rogers Majestic Company of Canada is a United States firm?—A. It is not. 95 per cent of our shareholders are in Canada and are Canadians, and we are not in any way troubled, operated or even spoken to by any Ameri-

can company. Our president, Mr. Ted Rogers is the gentleman—of which fact we are proud—who made possible the first of electric radio, was the first man to bring it out.

*By Mr. Ahearn:*

Q. Before anybody in the United States?—A. Before anybody in the world.

*By Mr. Beynon:*

Q. At page 3 of the evidence given by Mr. Charlesworth, he says: "We get requests frequently for certain programs. Sometimes they want several programs during the week. We make no compulsion on stations which we do not control ourselves, or with which we have no arrangements, to use our programs. In a great many cases the stations are very glad to use them. In fact, in the city of Toronto there was such a demand for our programs by all stations that we had to limit the number of stations that were using our programs"—A. Well, I think Mr. Charlesworth meant all stations but CFRB, because we never applied for any programs. We always felt it was better for the listener that the listener be given a choice and we have always carried on in our own way and have not asked the commission for their programs or carried their programs, with the exception of a few in the early days of the commission's activities which were organized and produced in our studio; Chuhuldin's, Singing Strings were produced in CFRB, and some of the prize winning dramatic programs of last year were produced in our studios, and were fed out to the commission stations. Other than that we have not made a practice of using any commission programs.

Q. You spoke about tying up with Montreal? I believe Mr. Charlesworth dealt with that, and I want to know if it is a real, valid objection. I am trying to get at the reason why that was refused.

At the top of page 5, fourth line from the top, Mr. Charlesworth makes the following answer:—

I happen to know that all stations throughout Canada would be flooded with American programs, and it would deprive Canadian artists, of whom we employ a great many, Canadian entertainers and Canadian continuity writers of a great deal of work; and it would be practically handing over the entire radio business of Canada to the two big networks of the United States.

He prefaced that by saying that, "We do not intend to allow those American advertising programs to be extended beyond the stations where the contract exists. The reason for that is plain." And then he goes on with the above statement. Is there that danger?—A. We do not think so. The fact remains that before there was any control on the programs of NBC and Columbia there was probably less coming in than there is to-day, and, furthermore, the total revenue that the NBC and Columbia can ever get out of Canada is so small in comparison with their total gross receipts of around \$80,000,000 a year that it is a matter of very little importance to them whether they send programs into Canada or not. We find the reverse to be true. We employ a man to try to persuade some of those Canadian advertisers whose parent companies are providing good programs in United States to bring them here, and it is sometimes very hard to persuade the Canadian subsidiary to pay the money to bring them up to our station.

*By Mr. Garland:*

Q. You mentioned an income of \$80,000,000; is that for one or both?—A. The two of them. The gross income totals around \$80,000,000, I am informed.

*By Mr. Ahearn:*

Q. When Mr. Charlesworth said that you would flood Canada with American music, you have already stated that by the Act you cannot get more than 40 per cent?—A. That is right.

*By Mr. Beynon:*

Q. If it was not limited, would it flood Canada?—A. I do not think so, sir, because it is very costly to send these programs up by wire, and neither the Columbia nor the National systems will feed the programs to low-power stations for one thing, and they will not feed their commercial programs except to stations that sustain them. It becomes a most difficult thing for a station to make an arrangement with either the Columbia or the National Broadcasting companies.

*By Mr. McKenzie:*

Q. Your station is the most powerful station in Toronto?—A. Yes.

Q. Do I understand from the brief you have presented that you want some amendment to the Act with regard to control and management, and your main objection is to the fact that the Canadian Radio Commission have the power of broadcasting?—A. We feel, sir, that it is unfair for the private owner to be controlled on the one hand by a government commission and to be a competitor with the same commission on the other. We feel that it leads to the danger of abuses, and we do not feel that it is fair ultimately to the private station owner. Either we should be taken over entirely or left to compete with other private owners, which we would rather do than compete with a government commission.

*By Mr. Garland:*

Q. Have you found the operation so far has hampered your activities?—A. I do not say that exactly, sir, because the rules and regulations have not to date been very strenuously enforced. They would if their rules and regulations in this book were absolutely enforced to the letter.

Q. That remark about abuses applied only to the possible application of the regulations and not to your own personal experience?—A. I think I set that out fairly. I can quote you a sample that is before me now of what might happen. I was telephoned by a commission employee regarding the carrying on our station of a program being put on for the London Life, a trans-Canada program. I was asked to quote a low station rate. It was below our card rate, because we were told the program would have a minimum of advertising and therefore, we should give them a low rate as the commission stations were giving a low rate, and they desired our station. I gave it some thought, and I said it was purely an advertising program and there is no reason in the world why the London Life should go on the air if it were not to advertise the London Life. They were going to be in touch with the listening public to try to advertise the London Life. I said we could not allow our station to be used except to sell our station at our regular card rate. I wrote the commission station to that effect, and we did not get the program. The program went out on the commission station over the commission chain, I suppose.

Mr. GAGNON: Are you sure?

The WITNESS: I know it went out over the commission chain. But I had a conversation with a commission employee at the time indicating that they were cutting their rates and asking me to cut mine. We did not get the program. I tried to do business with that concern. It was a small thing—one program for an hour and a half, but we had the feeling then and there that that was the type of unfair competition that we would be ultimately steadily faced with.



*By Mr. McKenzie:*

Q. Your suggestion in your brief that certain amendments should be made to the Act was not because of any undue influence that has been imposed by the Commission, but was for fear of what might be done under the provisions of the Act as it stands?—A. Those influences are—we get complaints almost daily of things we do, notwithstanding the fact that I think Mr. Charlesworth did us the honour of saying that we run a very good station. We still are continually complained about for exceeding the advertising content by so many seconds here and there, and we have had to discontinue the time service signals in the evening hours after seven-thirty—such and such brings you the correct time—we have had to discontinue that. That is a spot announcement under the Commission's regulations. These rules are affecting our revenue without assisting the listening audience. We have had no desire to eliminate those signals. We now have a great deal more telephone work. People call the stations rather than the newspapers. We used to give the time over the air and get paid for it. We still give it to them, but we cannot get paid for it.

Mr. GAGNON: Do I understand that the purpose of your appearance here is to have the power of the private stations increased?

WITNESS: No, I am not saying that. I am trying to suggest that the situation of Radio Commission control and competition with the private stations is probably developing into something unsound, and now is the time to think about whether it should be continued. I think we have suggested in this brief that there are some clauses, offhand, which I think I read fully,—we suggested they may be amended without damage to the listener and with assistance to the private owner. After all, the private owner must exist on his private advertising revenue. We do not get one penny from the Radio Commission or anybody else, other than the advertising.

Mr. GAGNON: My question might lead you far. I would like to ask if the company you represent has been led to believe that the private stations might have their power increased; in other words, the Commission would have its powers curtailed?

WITNESS: No. I do not think anybody has expressed any opinions that way at all.

Mr. GAGNON: You understand that parliament committed itself to the principle of the nationalization of broadcasting?

WITNESS: Yes. We are trying to point out what it might lead to if carried to its ultimate conclusion.

Mr. BEYNON: In other words, you do not believe in torture. If you are going to be killed you want to be killed instantly?

WITNESS: I would not like to put it that way. I do not think Mr. Charlesworth and his Commission have been torturing us at all.

Mr. GAGNON: The question was surprising.

Mr. AHEARN: You do not want to prolong the agony?

*By Mr. Beynon:*

Q. If the private station is not allowed to function so as to make it profitable for them it will eventually kill them?—A. Yes.

Q. If nationalization is to be carried out, you say it should be carried out pronto?—A. We think so, sir. We have been in business over seven years and we are just about on an even keel now. We have never taken any money out of the broadcasting business.

*By Mr. Gagnon:*

Q. But so far as pressure is concerned, you have carried on a very high competition as against the Commission?—A. Yes. We think so. We try to. We think that is for the benefit of the listeners.

Q. Within your powers?—A. Yes.

*By the Chairman:*

Q. Might I ask this question: in a city such as Toronto would it be conducive to a better feeling between the stations if the Commission broadcasting station were entirely a non-advertising station carrying their own program and leaving the advertising entirely with the private stations?—A. That is a hard question to answer, because at the moment I hardly think it is feasible. It is an expensive operation to operate a station for 16 or so hours a day that you must be on the air without accepting some additional revenue. I really do not know how the Commission would be able to operate that station if they did away with what revenue they are getting now in advertising.

Q. It would be better for the private station?—A. If they could give exactly the same program without any advertising. That would be impossible, because some of the finest programs that anyone wishes to listen to to-day are programs that are being sponsored and paid for by advertisers. Now, it would be impossible to put on these programs by private station without advertising. Take the Thursday night program from eight to nine, the Rudy Vallee program. It is generally conceded that that program costs \$10,000 an hour to broadcast. I do not know how the Commission would be able to refuse that program if they want to retain the listening audience.

Q. What I have in mind is the Australian situation where they have two distinct types of station. They have, first of all, the Class A stations, which are entirely governed by the Commission, and over which only the Commission programs are maintained; and then the class B stations, which are privately owned, and which do an advertising business. What I had in mind was the putting out of as much advertising over the class B station as the public will stand, through the entirely privately owned station, while your class A station would be devoted entirely to commission programs. That is what I had in mind. Have you any suggestions in regard to that?—A. It is a very vexed question, and it requires more than just a cursory answer. It is something that would have to be studied. I do not know how the Australian situation is working out. I have endeavoured to get some literature on the subject, and I have not been very successful. From a mere glance I should think that it would suit the privately owned station operator excellently, because it would eliminate competition; but I am not so sure that it would suit the listener. I am not so sure you would not eventually get down to the point where the listener would listen to the private station and refuse to listen to the government station, or vice versa. If that should happen it would then become a costly thing to operate, because we are always faced with the question of what happens across the border. They have not got that in Australia. You give the Australian listener the choice of an advertising program, or a program free from advertising, and let him take his choice, but in Canada it is different. In Canada you might say to your listener, I will give you two excellent choices, but he may not choose. He may prefer to listen to something from Buffalo, Chicago or Minneapolis. You are always faced in Canada with that fact, and your guide must be what is happening across the line.

*By Mr. Garland:*

Q. If this suggestion were carried out, and the Commission should undertake to broadcast no advertising whatever, leave all the revenue producing

business entirely to the private companies, do you not think it would mean that either the Commission would go out of business or the taxing of radio users would become so high as to be almost intolerable?—A. I think definitely that might happen. As long as the Commission is going into the operation of stations.

Q. In connection with the Australian situation in regard to class B stations, is it not true that the class B stations operate under no regulations whatsoever with respect to advertising?

The CHAIRMAN: That is so.

Mr. GARLAND: Is that correct?

The CHAIRMAN: Yes.

*By the Chairman:*

Q. Suppose the Commission went out of station management entirely, what chance would they have of opening in Toronto, how would they get their programs in Toronto?—A. Well, you can always buy time. They buy time everywhere else. How do they get their programs into London, St. Catharines, and anywhere else, that the Commission is getting their programs now? They compensate the station for the time the station gives them. That is what they are doing all over Canada. The Commission actually owns three or four stations. They are feeding their programs to something like 30 or 35 stations, and they buy time from them.

Q. Can you give me any idea—I do not want a definite figure, but an approximation—of what it would cost to put a Canadian National program on a 5,000 watt station in Toronto?—A. That is a difficult thing, a 5,000 watt station? Take for example, CRCT. I think their card rate is \$150 an hour. Then, there is a discount for the advertiser who will buy 300 programs, running down to 25 per cent on that. I think it works out something like our station. Our station rate is \$200 an hour. That is what we ask the advertisers to pay for a definite time. It is very difficult for us to say that we would demand \$200 an hour, because I think our correspondence with the commission would show that we were anxious to make any sort of a deal when the commission were talking about engaging time on our station that would not cause us to incur a loss, and still give the commission time. But the rate that the commission offered us, was of course, very small, and we were unable to accept it because we would have gone out of business if we had done so.

*By Mr. Beynon:*

Q. Have you their offer there?—A. Glancing through, I have a letter from the commission here, regarding their offer. Their offer was \$1,000 a month on a year's contract for a choice of three hours of the evening's time between 6 and 11.

Mr. BEYNON: Are you going to sit this afternoon Mr. Chairman?

The CHAIRMAN: Yes.

Mr. BEYNON: It is now after one o'clock, and I should like to have Mr. Sedgwick back.

Committee adjourned at 1.05 to meet at 3.30 p.m.

---



## AFTERNOON SESSION

The Committee resumed at 4.15 p.m.

The CHAIRMAN: Gentlemen, I think when we adjourned Mr. Sedgwick was being questioned by members of the committee. Are there any further questions?

HARRY SEDGWICK recalled.

*By Mr. Beynon:*

Q. Mr. Sedgwick, you had a letter there just at the time we adjourned?—

A. I do not know just what you were enquiring about.

Q. The question of taking commission programs.—A. Oh yes. I think I explained to the committee, that we had not taken commission programs, nor did we rent any time to the commission for those programs, although we did have an offer from the commission for our time which we were unable, for financial reasons, to accept.

Q. I think some one had asked about that offer. What was that offer, Mr. Sedgwick?—A. The offer was to pay CFRB \$1,000 a month for any three hours between 6 and 11, I believe.

*By Mr. Ahearn:*

Q. Every day?—A. Every day of the month, yes, which works out, according to our figuring, at something like \$11 per hour for our time, for which we ask an advertiser \$200.

*By Mr. Beynon:*

Q. Would you read that letter, please?—A. Well, this is the final reply. I might explain how this came about: This is what probably broke off the negotiations as far as our station was concerned, and which probably explains our reason for not taking commission programs and not renting time to the commission. As I was saying, the \$1,000 per month offer worked out at \$12,000 a year, but it requires about \$120,000 per annum to operate our station, and it was difficult for us to see how we could get the other \$108,000 if our revenue producing hours were sold at such a low figure as \$11 per hour for which we normally ask \$200. And while we do not criticize the commission for making us such an offer and endeavouring to get that time, yet on the other hand we did not feel that we could possibly rent it to the commission and our station continue to do business. This, I think terminated the negotiations; the letter came to our station on April 13, with that offer.

Q. What year?—A. 1933. That came to our station on April 13, 1933, and following receipt of that letter our Mr. Rogers, came down to Ottawa and had a conference with the commission—with Colonel Steel, I believe—and explained to him the reasons why financially, it would be impossible for us to accept that offer. He came back to Toronto, I believe, with the impression that that was the end of it, and the commission were possibly reasonably well satisfied that we would not accept it; and, following that, we received a letter, dated April 20, 1933, which I have here. I do not know whether it would be interesting to you or not.

Q. You might just read that.—A. It is addressed to E. S. Rogers, Radio Station CFRB, Toronto:—

Colonel Steel has discussed with me the details of your proposal for the rental of certain hours on your station as outlined in the commission's letter dated April 13th. Colonel Steel has explained to me that

you find it impossible to meet our request, as you consider that the amount offered is not sufficient remuneration for the time requested by the commission.

As pointed out in our original letter, we are well aware that the sum offered you is not in accordance with your normal station rates. Further, we are prepared to admit that this sum may not represent the actual cost to you of the operation of the station during this period. We feel, however, that you should look at this matter more from the commission's point of view and be prepared to co-operate with us, both from the point of view of granting time and also with regard to the financial aspect.

The Broadcasting Commission is attempting to improve broadcasting for Canadian listeners. We have a very limited budget, yet we must effect contracts with a comparatively large number of stations throughout Canada. Were we to meet your demands it would mean that all other Canadian stations must be similarly considered, and this would at once absorb the greater part of the available money. The commission feel that in granting you one of the exclusive channels in Canada you are being treated very generously, and that you have a certain responsibility to the Canadian people for the use of this clear channel. We feel that you should be willing to absorb part of the cost of this time in view of the fact that the commission is granting you as much as their budget will allow. We have suggested that this contract should only be for one year, as it is possible that we may be able to improve this offer at a later date.

The commission would point out that if it is impossible for us to effect a working agreement with you, as laid down in the Broadcasting Act, our only alternative is to go into the Toronto area and erect a high powered station and compete with the local stations for whatever advertising time there may be available in this area. We are not anxious to do this, but we are bound to do our best to improve broadcasting and if such a course should be necessary the commission will have no compunction in following it.

We would ask you to again give this matter your careful consideration and to give special attention to the first class advertising which your station will secure from the general public due to the fact that you are carrying regularly all of the commission's excellent programs.

That letter was replied to on April 26th by Mr. Rogers:—

DEAR SIR,—

I acknowledge receipt of your letter of the 20th instant.

Having discussed this whole matter with Colonel Steel when in Ottawa last week, I thought he was fully conversant with our viewpoint in the matter. It is, therefore most disappointing that you should again urge us to accept your original offer. Your request that we allot to you three hours of our evening time for every day in the week and pay us only \$1,000 a month is so unfair that I take this opportunity of pointing out to you the reasons which compel me to decline this arrangement. The duty of our directors to our seven hundred odd shareholders, makes it impossible for us voluntarily to incur a large loss which would be the inevitable result in concluding a bargain with the commission on the terms you suggest.

The monthly operating expense of the station is over \$10,000. We derive approximately eighty per cent of our revenue from the night hours while the sum which you offer us is less than ten per cent of our operating

cost. Even with the revenue from these hours, which we have been able to obtain during the past year, the station has not operated at a profit. We provided a program service to a listening audience for sixteen hours daily. Practically all day time periods are put on as "sustaining features" from which we derive no revenue, but we believe that we have a duty to the public to provide these programs. It would be impossible for us to provide those programs were we to turn over the night revenue producing hours to you.

We desire to co-operate fully with the commission and to assist in every way possible in your aims and objects to improve Canadian broadcasting but if you are operating on a limited budget surely it is not sound economically for the commission by virtue of its statutory authority to ask a private enterprise to operate at a heavy loss. Without in any way attempting to tell the commission what it should or should not do, it seems to me that you should restrict your activities and pay us a reasonable figure for such station time as your appropriation will allow.

It is surprising to us that the commission on the one hand plead poverty as the reason for offering an amount which it admits is less than the operating cost of the station for the time required and in the same letter threaten, that if we do not accept this amount the commission will find the money to build and operate a high-powered station and go into the advertising business in opposition to us. It would seem that this would be a harmful policy for a commission supported by public moneys to adopt.

Regarding the last paragraph of your letter, we are of the opinion that advertisers who are paying real money to sponsor programs will be difficult to convince that it is to their advantage to advertise on our station merely because of the fact that we are carrying the commission programs, even conceding the fact, which had not yet been fully demonstrated, that these will be excellent ones.

We regret that we cannot be interested in the proposition submitted by you, but rather than ask for the usual advertising rates we would be glad to work out a plan by which the station would not suffer actual financial loss.

That was, I think, the close of the negotiations as far as renting time is concerned. Since then, of course, we have operated our station as a private organization. We have sold our own advertising time and provided our program service without curtailment since that time.

*By Mr. Ahearn:*

Q. Did the commission then build a station in Toronto?—A. Well, since then they acquired station CKGW, a 5,000 watt station, which is now CRCT.

Q. They carried out what they said they would do?—A. Well, pretty well; they acquired a station there.

*By Mr. McKenzie:*

Q. If you had accepted that \$1,000 for three hours each night for a month, do I understand that you would not be permitted to make anything out of your advertising, that that three hours would be entirely due to the commission?—A. That, I believe, is correct, sir.

Q. That you would not be allowed to make anything from your advertising?—A. No, not in those three hours.

The CHAIRMAN: Are there any further questions?

*By Mr. Beynon:*

Q. Mr. Sedgwick, we had some discussion this morning on the question of censorship of speeches. How is that handled by your station?



Q. How was it handled before the commission took over?—A. Well, as a station, of course, there is no law in Canada that I have been able to find. I am not a lawyer, but I have consulted lawyers on the question as to whether a station would be responsible for slanderous statements made over the air. But notwithstanding that, the station does attempt—and always did attempt—to keep off the air anything that might tend to be slanderous; and, as far as I know, there has been little or no complaint in the general run of private stations of anything going over the air that might be slanderous. The ruling of the commission at the present moment goes possibly just a little further than that, that is, it makes it obligatory on the station management to see that speeches and editorial comments of a controversial nature are kept off the air; but, of course, it is very difficult for a layman, or even a station operator, to find out what is controversial.

Mr. CHARLESWORTH: That regulation relates only to news broadcasts. Newspapers are not permitted to run editorials as news in their news broadcasts. There is a sub-section providing for that.

The WITNESS: Yes, I think in some other section of the Act too, Mr. Charlesworth. As a matter of fact, I believe I had some correspondence with the commission in connection with a certain broadcast which I was afraid might create some ill feeling, and we decided on it to the benefit of all concerned.

*By Mr. Ahearn:*

Q. Have you had many of the leading public men talk over your station?—

A. Practically all of them sir.

Q. Do you make them submit what they are going to say before they speak?—

A. No, we do not.

Q. And never did?—A. No.

*By Mr. Gagnon:*

Q. I would like to ask a few questions regarding memorandum you have submitted to us. I understand from you, that the commission ought to expropriate the privately owned stations, otherwise there will be needless competition between the commission and the privately owned stations, which will create such a situation that broadcasting improvement will be difficult in Canada?—

A. I believe so, sir. At the present moment, a private station operates on a six months' licence. Radio equipment is very expensive to buy; especially in view of the fact that we have no knowledge of where we are going, it is difficult for a station to see where it can continue to invest money. The station is liable to be taken over by the commission at the end of six months, or its licence cancelled at the end of six months. Our station feel—and I think it is the feeling of some other stations with whom I have talked—that there should be something definitely decided, as to whether we should continue in business or whether we should have to get out of the business. If we are to continue in business we would like to know, because if we are to continue in business we want to co-operate with all concerned. We recently invested thousands of dollars in the installation of a studio organ to improve our broadcasting. It is a very useful instrument, and it is of great value to us, but it will be of no value to us if we are to be closed up in the near future, or if we have no licence. We built a pair of new 300-foot antenna towers near Aurora, about 26 miles from Toronto, in that way taking a chance that we would probably stay in business long enough to enable us to get back some of our outlay; but we are still in the indefinite stage, and do not know how long we are going to exist; I do not know what action your committee will take in this and other matters, but I know that these are things very vital to us, and I think they should be decided now.

Q. Some witnesses who appeared before us have expressed the view, that if broadcasting were put into the hands of a corporation probably the situation

would be improved. What is your opinion?—A. Well, I think possibly that is an idea that might be developed. You mean, by incorporating a company, something after the idea of the B.B.C., incorporating into that company the various privately owned stations that are now operating, as partners rather than acquiring them, by putting up the capital to buy them out?

Q. Well, the witnesses who have appeared before us have not gone into the question at any great length, but I think that probably they had the B.B.C. in view when they made such a proposal.—A. Such a company I do not think would be feasible because of the very high cost of it. In this country we would have to get a great deal of our revenue through advertising. I think if arrangements could be made, whereby the Radio Commission and the private station owners could come in, in business, and co-operate in such a way, for instance, that the Radio Commission would look after the producing of so-called national programs and feed them out to the various stations for their acceptance, I have no doubt such a scheme could be worked out for the benefit of all concerned, and as a result we would probably arrive at a very satisfactory arrangement which I do not think is apparent at the moment. The private station owners cannot get out of their heads the fact that they are still in competition with the commission, and do not know just when they are going to be put out of business or their licences cancelled.

Q. The only way to relieve the situation would be to expropriate them all, let them operate but not in competition with the Radio Commission?—A. I think so, sir.

Q. But if, on the other hand, the commission let the privately owned stations operate they will not progress themselves, therefore, as you say, it is time for this committee to bring forward and put before parliament some scheme that will work to the satisfaction of all concerned. I would like your opinion as to this committee recommending the creation of a corporation, the capital of which would be owned by the commission, but the directors of which would be comprised of a certain number of gentlemen throughout the Dominion, from the different provinces; what do you say as to that?—A. It is difficult for me to make a quick answer on that, sir. It is a new thought and I can see, just glancing quickly at your suggestion, that there might be something worked out along that line; but, as I say, it is difficult for me to say definitely as to how such a scheme would be most acceptable to all concerned. If it has for its object taking into this corporation a reasonable number, or all of the private station owners, and keeping an eye on the fact that they must have revenue to live, I think the scheme could be very successful. But if it has for its object the gradual closing of them down and cutting down the revenue then, of course, it would not be. But what you mean, possibly, is that this corporation would be definitely out of politics and into business.

Q. Not subject to government control, in other words, not subject to politics in the slightest way possible?—A. Well, a scheme like that might possibly be worked out to the benefit of all concerned.

Q. I am not convinced myself that that would be the best plan. I am simply asking for your opinion?—A. It is something certainly that I would like to sit down and analyse.

Q. Have you taken cognizance of the draft of the Bill which was submitted to us by Mr. Asheroft of Toronto?—A. I read it, that is all.

Q. Do you think it is a good Bill?—A. I would rather not express any opinion about it. I was not consulted at all as to its drafting. I took no part in the presentation of it, and our station is not a member of the organization that sponsored it.

*By Mr. Wright:*

Q. What concerns the independent station most is the thought of the future, as to whether you are to quit or continue on?—A. That is right, sir. In the last few years we have purchased and installed new transmitters in our station to keep abreast of the times. Radio changes very rapidly. Obsolescence is a factor that must be taken care of.

*By the Chairman:*

Q. Could you tell me how much the question of granting licences in Canada differs to that in the United States, as to the length of time of their licences, the possibility of their licences being cancelled and not renewed, the change of wave lengths, and so forth?—A. I am afraid I have no information on that at all, sir, except to say that there is practically a minimum of cancellations in the States, and very few actual changes. Possibly Mr. Rogers may have some information on that, but I have not.

*By Mr. Beynon:*

Q. I wish to draw your attention to page 7 of the first report of this committee. Near the top of the page the chairman was questioning Mr. Charlesworth as follows:—

“Q. What I am trying to get at is how much time would there be left for Canadian programs if you take the offered programs from NBC and Columbia such as are now coming in over CFRB?—A. Not very much, I fear.

Q. There would not be much time left?—A. No, there would not be much time left.

Q. For Canadian programs?—A. Yes. And then of course, from 9 till 10 p.m., eastern standard time, is our national hour when the programs go right through Canada. We have had to resist all kinds of demands to steal that national hour away from the public for advertising purposes.

Q. In other words, the ability of the advertisers in the United States to pay for time in Canada would be such that they would naturally take the time and leave none for Canadian programs if the question of price alone was the criterion?—A. Ten days ago I was talking to the chief advertising salesman of the National Broadcasting Company, a man I know very well, and he told me that if we would relax our policies, defeating the purpose of the Act, and let them in, that NBC, alone exclusive of Columbia, had thirty programs they could put on the air. That would represent at least fifteen hours a day.

Q. That they would put over Canadian stations?—A. Yes.”

Now, from your experience as a radio man how have you found these programs from the States? Are they anxious to get them over here? Would that likely happen?—A. From the strict wording of those remarks, he was referring to commercial programs, was he? Our experience—all I can do is to tell you our experience, and that is that the most we have ever been able to get out of the Columbia—and when I say out of the Columbia it means really selling the Canadian company that is making and distributing what this company is advertising—has been 6½ hours per week. The commercials originate in the United States. That is out of a total approximately of 115 or 116 hours a week that we are on the air. That is our maximum. We have carried on for months on end with not more than an hour a week of Columbia commercial going through our station, and we have found, therefore, in our dealings with the Columbia—while we have nothing in any arrangement we have made with them whereby we were to take any programs they give us—that it is entirely up to



us. Our trouble has been rather to persuade them to send the programs here rather than they insist that we take them. We maintain a salesman for that purpose—to contact these concerns. I am referring to such concerns as Johnston's Wax, the Ford Motor Company and Borden's Milk and like concerns that have large branches manufacturing and distributing in Canada. We maintain a man to contact these people and try to persuade them that they should pay the necessary money to bring those advertising programs into our station in order to sell their goods, in order to please our listeners and in order to provide us with revenue. There are the three objects in view. Providing us with revenue is not the least of them.

Q. Mr. Charlesworth here was referring to NBC. Can you see any reason why their policy should be much different?—A. No, I think, possibly, Mr. Charlesworth was not properly informed. I do not think that NBC have anything like 15 hours of commercial programs a day. I would say that 25 to 30 commercial hours a week is about the average run of commercial programs on the networks.

Q. Would it be likely that they would be anxious to send the whole of them over here?—A. No, I doubt it. As far as Columbia is concerned I know it is not that. As far as NBC is concerned I presume their policy is similar to that of Columbia.

Q. And you tell me you have to put forth considerable effort to get six hours a week?—A. We do. Of those six hours that we carry—six and a half hours we carried they were divided up into 21 individual programs indicating that, as a matter of fact, there was not one solid hour of program in that six and a half hours; they were divided into 21 individual programs out of a total of 336 different programs going on the air and all but 2 of those programs advertised goods manufactured and distributed in Canada, and under the regulations of the Canadian Radio Commission at present they qualify as Canadian programs—I forget the section, but it is there—and they were paid for, by the way, by Canadian companies.

Q. Now, on page 20—I think Mr. Charlesworth was still on the stand, but I am not sure—he says:—

We tried and failed to get an outlet in Montreal to cover the Montreal district and a large area of western Quebec with Canadian programs. The two old stations there—the only two stations of any considerable power—were in the hands of the Columbia Broadcasting system and the National Broadcasting system, so that we found ourselves in a position where we were producing beautiful programs in Montreal, and we were absolutely excluded from this populous industrial area in Canada.

Do you know anything about that situation?—A. I have something to do with the making of arrangements between CKAC, the La Presse station, and the Columbia Broadcasting system and their contract is substantially the same as the contract we have with Columbia, and that is that it is entirely within our rights to say whether or not we accept any program at all that Columbia have available, either sustained or commercial. I was advised a little while ago by Mr. Lalonde of CKAC that the average amount of Columbia time they were taking over the air in the winter season was approximately 22 hours a week of which something like 3 hours only was commercial. I think that would be about true to-day, although this was some two or three months ago.

*By Mr. Wright:*

Q. A day or two ago we had Dr. Dunlop here from the University of Toronto in connection with exchange programs among the three, four or five universities of Canada. Have they ever made application to you to co-operate

with them in putting over the exchange programs?—A. I believe we were the first station in eastern Canada to put on these university talks and educational debates a long time ago, and I believe Dr. Dunlop was the gentleman with whom it was arranged. It was done by our station, I may say, without any charge to anybody.

Q. Generally speaking, what is your attitude towards a proposition of that kind?—A. Why, we have been very anxious to encourage them all within reason—I think, possibly, just as much as the Canadian Radio Commission could be—having in mind our listener audience. We cannot overdo it. We have made our station available for every charitable purpose and every educational subject without cost ever since it has been a station. I think I see Mr. Denton here to-day; he can probably tell you that when the National Council of Education were bringing speakers he did not have to more than mention it to me and the station was made available to his speakers. That has been our policy always, and that is one way we have tried to live up to our obligations. As I say, we cannot overdo it. We cannot hold up the air with any one type of program; we must balance our programs. Notwithstanding that, we have endeavoured to make our station available to anything of a worthwhile nature such as charitable affairs. Every public man who has been in Toronto has been on our station. If he does not come of his own volition we usually go after him; and if there is anything going in a national way, even the Toronto Centenary celebration we offered the free use of our time for announcements in that particular field, and we have endeavoured to reach the large number of Canadians living in the States to persuade them to come home for the Centenary celebration. All of that was done without cost to them and without any revenue to us.

*By Mr. Beynon:*

Q. I find here on page 35 that Mr. Wright asked this question:—

Is it fair for the government to compete with privately owned stations and continue advertising at less price than they can afford to take?

The answer is:—

We do not cut rates. In the city of Vancouver, for instance, we endeavour to maintain our rates at a proper level. There are far too many stations in Vancouver. Some of them would be better closed up there, but that is a case in point. We maintain decent rates at our station still, while the other fellows are all engaged in cutting each other's throats and rate cutting. You cannot find any charge against the Commission in connection with any of our stations, that for the mere sake of accumulating more revenue we have cut prices; we are dead against that.

Now, what have you to say about the question of rate? I do not know what your rates are or what the Commission's rates are?—A. Our rates in CFRB are worked on what we call the basic rate of \$200 an hour for the peak hours of seven o'clock evening to eleven o'clock night. They grade down as low as \$60 an hour for the other times. We maintain these rates for our own protection and for the protection of advertising agencies with whom we do the majority of our business. I think possibly there are stations that are cutting rates, but our station has not done so. We do an ethical business, and we can get our rates; our rates are the highest in Canada. We think we have the best station in Canada and the most expensive to operate, so we are entitled to charge the most. The Commission station in Toronto, CRCT, has a rate basis of \$150, \$50 less than ours. It used to be, I believe, \$185 when it was CKGW, and it was reduced after the Commission took it over possibly because they thought they could not get \$185. I am not quarrelling with them. They may be absolutely right. As far as the Commission cutting rates is concerned, I have no evidence. I have nothing

definitely whether the Commission has cut rates or not. What I recited to you in that connection was the question of the London Life, and I do not know whether the rate was cut. I know that a Commission employee in Toronto told me it was cut and asked me to do the same thing, and I did not do it, and I lost the program.

Q. What rate was offered you? Were you asked to cut in that case?—A. Approximately half. In other words, it was an hour and a half program and our ordinary charge would be \$300, and it was suggested that \$150 would be quite plenty for our station in view of the fact that there would be little or no advertising in that program.

*By Mr. Garland:*

Q. What did you say your rate was?—A. \$200 an hour.

Q. And the Commission rate was \$150?—A. Yes.

Q. What is the power of your station?—A. 10,000.

Q. What is the power of the Commission station?—A. 5,000 watts.

*By Mr. Beynon:*

Q. Does a 10,000-watt station give double the coverage of a 5,000-watt station?—A. Oh, no, nothing like that proportion. That is a technical question which I am perhaps not qualified to answer.

Q. What was the rate that CKGW originally had—\$185?—A. Yes.

*By Mr. Garland:*

Q. On that point, in relation to the number of watts, that is the coverage strength of the respective stations. Would you regard the \$50 charge under your basic rate as unfair?—A. No. I do not think so. I said I did not take any objection to that, although our station charges \$50 more than CRCT. Our rates in Canada for stations of similar power are very much lower than those in the United States.

*By Mr. Beynon:*

Q. On page 41 I find this question asked by Mr. Wright:—

Why should the privately owned station have to compete with the Commission?—A. In Toronto, for instance, if we excluded advertising from station CRCT another station would have to be created, because there would not be enough stations to carry the amount of advertising that originates in a big city like Toronto, which is the biggest advertising centre in Canada. CFRB would not be able to carry the amount of advertising that it would be called upon to carry especially when it has Columbia contracts. The Commission is a great convenience to the general public in carrying advertising on that station CRCT. In fact, CFRB has to turn over business to us, or tries to, but we almost insist on keeping our national hours, our program hours free of advertising altogether. We could easily fill up the whole day at Toronto with advertising and without doing any injury to any other station there.

What do you think of that statement?—A. The CFRB maximum in any month when we have been in operation has been less than one-third of the available time we have on the air sold to advertising sponsors. It is not possible or even desirable to fill the entire day with advertising programs.

Q. Is the advertising going back?—A. No, we employ a sales staff to try to sell it.

Q. To sell all you can?—A. To sell all we can. We do not turn down advertising unless it is from undesirable people or people who do not want to do an



ethical business. We have turned down some advertising, not because we do not want to take it or did not need the money, but because we did not think the business they were doing was ethical.

Q. It was not that you tried to turn over business that you could not carry?

—A. No, we do not do that.

*By the Chairman:*

Q. May I ask there if you had more hours between 6 and 11 would you have any difficulty in selling?—A. We do not sell all the hours we have now between 6 and 11.

Q. You do not. There is free time between 6 and 11, that you cannot sell?

—A. Lots of it, sir, I can tell you that.

*By Mr. Garland:*

Q. Therefore, the competition does not cut in very seriously on your opportunity to sell advertising?—A. It is the reverse. Dr. Morand asked me if we had more hours could we sell more advertising. I say we cannot sell all the hours we have got. It is not possible or feasible or desirable for a station to sell its entire time commercially; it is not done.

*By Mr. Beynon:*

Q. You sell all that it is desirable to sell?—A. We could always take more. Our station to-day, in all its operations has never made any money; we are just even with the boards now. There is plenty of what we call sustaining programs where we produce our own shows between 6 and 11.

Q. And is that time that would be desirable to sell?—A. It is the peak time of listeners, according to all the check-ups we have been able to make.

Q. Would it be desirable from the operating standpoint? You say that there is a certain time when it would not be desirable to sell?—A. What I mean to say is that it would probably spoil the balance of your station if you had 16 hours a day of solid commercial, but we have never reached a point where we have to decide that because we have never in our palmiest days been able to sell one-third of our available time to sponsors. We have a staff employed in our station to sell time.

Q. Has the Commission a force to sell also?—A. Oh, yes.

Q. Trying to sell their time?—A. Yes, of course; so do we, and we compete with them.

Q. That discounts the statement that there is more business offered than they can possibly handle. Now, I do not know whether you know this or not. There was a witness here—and I have heard several make the same statement—who said that people coming from the Old Country have commented on the difference between the programs offered in the Old Country, that is Great Britain, and the programs offered here. That is, the programs available in that area. They state that while their people are quite satisfied with the operations of the BBC, that with the variety of programs at our door here, considering our proximity to the United States, the Canadian public would never be satisfied with the lack of variety they have over there. Have you had any conversation with people coming from over there that would verify that statement?—A. That is our information. Of course, I have talked to a number of people who have spent quite some time in England, as late as last Saturday I talked to a gentleman who had returned from England that morning, and he said that while the English people might be satisfied with what they are getting there, not having been in this country, a person who has lived in both countries and knows of the great variety of programs offered to the listener in this country, would notice the difference. He also mentioned to me the fact that some of the larger English

companies are now buying time on a Paris station and putting on programs in English to sell advertising, and advertising that fact throughout England in display advertising.

*By Mr. Garland:*

Q. You have no personal knowledge of your own?—A. No; I have not been there since broadcasting was brought to its present point. I read these magazines that the British Broadcasting company publish. They publish three of them. They are supported very largely by advertisers. They carry all kinds of advertising in the usual way. The subscription, I notice, for this magazine, is ten cents in Canada, five cents in India, five pence in Australia and Africa. Then, I have another publication, the Radio Times, which sells for two pence every Friday, and the Listener, which sells for three pence a week. All these deal with broadcasting activities of the B.B.C., and as I understand it, they are the main source of information on broadcasting to the English listener. The newspapers there are not given, I believe, the programs. The programs are copyrighted, and I do not believe the newspapers are given as much information that the newspapers are given here; therefore if the listener wants to know what is going on, or what is coming, he must acquire these magazines. They have a circulation of  $2\frac{1}{2}$  million for three publications. I understand they make an annual profit of about £322,000 on their publications.

*By Mr. Beynon:*

Q. In that connection, the newspapers here, do, as a matter of fact, feature the broadcasting events, do they not?—A. Yes, they do sir.

Q. And they feature what, I suppose, they consider will be the most attractive program to the public?—A. I think so.

Q. What programs do they feature most, do you know?—A. All the press reports I have seen lean rather heavily to the programs originating in the States. That is one of the competitions that ourselves as private operators and the Radio Commission as operators of stations, have to contend with. Newspapers of course, have their own particular problems; they must cater to their readers. I can point you to two pages of radio in a weekly newspaper, and I do not think there is a single mention of a Canadian program in those two pages of newspaper comment. There is certainly not a photograph of a Canadian artist or an article on a Canadian program.

*By Mr. Ahearn:*

Q. What paper is that?—A. The Star Weekly. I am not picking out the Star Weekly. I hope you do not think that, because all papers are more or less in a similar boat. I have another set up from a newspaper where the listener features for that day total 104. That is the number of features they suggest as the ones to listen to. The list is copyrighted by the paper publishing it, and of that list of 104 features, six originated in Canada, and sixteen out of the 104 are carried over Canadian stations, the balance of which you tune in on an American station to get what they suggest may be listenable.

*By the Chairman:*

Q. Do you know, Mr. Sedgwick, whether these pages are written and set up in Canada or the United States?—A. I think they are all written and set up in Canada. I think they are culled from the American press bureaus and information that is sent out to the newspapers by the program departments of the various stations.

*By Mr. Ahearn:*

Q. May I ask the name of the newspaper that you quoted last?—A. That was the Toronto Globe.

Mr. BEYNON: That ought to be good.

*By the Chairman:*

Q. Would there be any other reason?—A. I may say I have complained about these, and when I say I complained, I mean I go up to see the radio editors of the newspapers. We maintain very friendly relations with them. I am continually trying to persuade them to carry a little more advertising, or a little more ballyhoo for our Canadian features. Some times we succeed for a while in getting more into the press that way, but it slips back again and we make another drive. I am not trying to say this at all critically of any newspaper. It is not a matter for criticism, but it is just pointing out some of the difficulties with which Canadian radio has been faced and will be faced as long as we have the competition of radio stations across the line. We think we are doing a very good job of facing it; regardless of the fact that some of the papers or practically all of the press give more space to programs with American origin, than programs of Canadian origin, we still think we are capturing a very good portion of the Canadian listeners.

*By Mr. Beynon:*

Q. Why do they feature those American programs? You probably know from interviewing them and trying to get them to feature Canadian programs why they do it; can you tell me why?—A. Well, these people are personalities. I can take this sheet and show you six people, probably, who are household names to the radio listener; whereas the funds available to develop household names in Canada is limited at the present time. I think I am safe in saying probably thousands, and maybe hundreds of thousands, has been spent by entertainment companies in the States in developing these names. For instance, the second picture here, is that of Al Jolson. I think he has probably a million dollars spent on him in the course of his existence to make him known to the public. If Al Jolson is advertised as broadcasting over a radio station, that is something we are willing to listen to, and something we can read about. Here is one of the Pickens' sisters, who is very well known to listener audiences. Further on this sheet I notice Don Novis. He is a Canadian, but working in the States. On the other side we have Julia Sanderson. She was a star for years in musical comedy, associated with Frank Crumit.

*By Mr. Garland:*

Q. In view of what the witness is just telling us, how does he reconcile the implication in his remarks that the public in Canada would be better served by a privately owned broadcasting service, than a centralized publicly owned one. How could a privately owned concern such as your own ever hope to compete with American broadcasting?—A. Well, we cannot hope to compete entirely, I said, in Canada, but we do bring in some feature programs now, and in that way keep the listening audience in Canada listening to our station.

Q. We put over American programs on our own station; that is the best we can do?—A. I think that is the best we can do under any kind of ownership unless you are prepared to spend the amount of money they are spending in the United States to do this?

Q. At any rate, you recognize it is out of the question under private ownership?—A. Oh, it is absolutely impossible successfully to catch a majority of the listener audience across Canada under either system.



*By Mr. Ahearn:*

Q. What would it cost to match these programs under public ownership?—  
A. Well, that is another guess. I understand that the combined revenue of the two chains alone, excluding independent stations, is something like \$80,000,000. I fancy a large portion of that goes back into program production. I am not suggesting that is what it is going to cost in Canada to produce a national system. I can refer you to the British Broadcasting Company's figures where they spend something in the neighbourhood of between \$6,000,000 and \$7,000,000 on the program question alone.

*By the Chairman:*

Q. You are in competition with advertising in newspapers?—A. Yes.

Q. Would that possibly be the reason for featuring only United States' programs in our newspapers?—A. I do not think so, no.

Q. In looking it over I was wondering if that was the reason?—A. It is purely the fact that these are programs which the radio editor feels are most entertaining in the lists they have out, and he puts them down for the benefit of the readers of his radio page.

Q. I am not criticizing the newspapers at all in respect of that. It is their own business, and rightly so. But in looking over these I find that none of them tell by whom they are sponsored?—A. No; newspapers never feature that in their radio columns. They never put in an advertisement or advertise the sponsor. They may feature the name of the program. Advertisers, in most cases, buy time to tell the public on the radio page—as a matter of fact, radio has not been a serious rival of the newspapers.

Q. Exactly; that is what I am trying to bring out.—A. There is an advertisement, advertising a program that is going over station CRCT on Sunday. There are something like 100 lines there. Probably more of that appears in the daily papers than in the weekly paper every day in so far as the number of those advertising programs are concerned.

*By Mr. Beynon:*

Q. You are instrumental in getting some of the better American programs over here through your station?—A. Yes, we believe so. I read a list this morning of a number of them, some of which originate in the States, others of which are brought to us by reason of our connection with the Columbia Broadcasting system.

Q. Take some of the better programs. Can you give us any idea what it costs the originator of those programs to produce them?—A. I would only be guessing. All I can say is to point out some of them. Take the New York Philharmonic orchestra on Sunday afternoon. I do not know what it costs, but I know there are 125 musicians, and they employ a very high class conductor. I fancy that the cost of featuring that program is quite substantial. It is not an advertising program; it is a sustaining program, but when you take some of the advertising programs, for instance, the Chase and Sanborne program on station CRCT on Sunday night, it is different. They have an elaborate orchestra under Rubinoff, who is a first class performer. They feature Eddie Cantor, who is reputed to be getting \$5,000 per program. I would say that the cost of the program could be conservatively estimated at \$10,000 per week, \$10,000 per program. The Rudy Vallee program is another one which comes on CRCT. That is listed as one of the top programs on the North American continent, as far as listener audience is concerned. Vallee is a high class performer, and brings to the microphone other high priced people, and I fancy his program probably runs to at least \$10,000 a week. On behalf of a sponsor, I wired Marie Dressler,

who is a Canadian, and tried to interest her in coming up here for a series of ten broadcasts, and offered her \$5,000 per broadcast, and she turned it down. I then wired Mary Pickford, and tried to interest her in coming up here, and she turned it down.

*By the Chairman:*

Q. I should like to revert back to the question of censorship, because that transcends everything, whether private broadcasting or public broadcasting. It is a question more of general policy than anything else. Do you believe that there should be somebody charged with the power of censorship of what goes over the air?—A. I think so; yes, I think it would be unthinkable to allow radio to run completely wild. I think that we should censor the radio station. The radio stations made a marvellous job of censoring themselves, but I think there may be stations that would get out of hand. I remember some long time, the International Bible Students' Association ran a station which was the cause of some discontent around this country, and it was probably a spot where censorship could very well be used.

Q. Has it ever been your experience to have to ask for manuscript before you permitted the material to be put on the air?—A. Yes, we have done that.

Q. You have done so?—A. Yes, we have asked for manuscript, and have asked to listen to the man's broadcast before we permitted it; and we have taken manuscript in the program and sent it to the commission in many cases for their approval.

Q. But prior to the commission?—A. Yes, I think so.

Q. Regularly, prior to the commission?—A. It is not a daily occurrence; but if somebody comes along who has a reputation of being a firebrand, and causes discontent, why, we like to know what he is going to say.

Q. Has your method changed at all in respect of that since the inauguration of the commission?—A. Not to any great extent. As far as censoring programs is concerned, we now send our continuity down to the commission and find out what their opinion is on it, and in some cases they send them back and tell us, "Yes," or "No." In other cases when we had no continuity, they have asked us to use our own judgment as to what they were going to say, or follow some rule or regulation. That happened in connection with a speaker who spoke over our air this season. I could not accept his broadcast because of the fact that it might have stirred up some racial discontent, and I suggested—I wrote to Mr. Charlesworth on two or three occasions, and finally suggested then that he go down and see Mr. Charlesworth, and the result of that interview was he satisfied Mr. Charlesworth that what he wanted to say would in no way upset anybody, and that it would not get us into any trouble. On that understanding, we carried his broadcast, and it was entirely satisfactory for the whole season, and he did not get into any trouble.

*By Mr. Garland:*

Q. I should like to ask the witness if he thinks all political broadcasting should be banned?—A. I do not think anything should be banned; it is revenue producing as far as we are concerned.

Q. That is the chief reason, of course?

*By Mr. Ahearn:*

Q. Have you ever banned a political speaker?—A. No.

*By Mr. Gagnon:*

Q. Did I understand you correctly this morning; I understood you to say that you consulted a lawyer who told you that there was no action at common law against a radio station for slander?—A. He said the case had never been

decided so far as he could find out, in Canada, on that point, and rather thought that we may be placed in the same position as a telephone company. A man can take up the telephone and call somebody up and slander him, damage his business, and call another person possibly and slander him, but it is questionable whether the telephone company could be held liable. The only way we can stop anything going over the air insofar as slander is concerned, I think, would be to stand in the studio with a club, and if we thought a man was going to say something to slander another man, to hit him on the head with it.

Q. You would not need to have a club, you could make use of the control room?—A. But it would be said before the control room would know anything about it.

Q. Well it would be said before you could bring a club into use, anyway. A. I don't know how we could do it unless we could judge what he was going to say by the expression on his countenance.

*By Mr. McKenzie:*

Q. Isn't it true, Mr. Sedgwick, that one of the chief sources of irritation between your station and the commission has been the fact that there has never been co-operation in the matter of rules and regulations as they should be applied. It has always occurred to me from the beginning that before the rules and regulations should have been adopted the large stations producing programs should have been called to sit around a table and see these rules and regulations and see that they were fair and effective. It seems to me that if that had been done it would have prevented a lot of the trouble that has resulted?—A. We thought of something along that line, Sir, but we did not get an opportunity to go over these rules and regulations when they were drafted. That is probably part of the reason why we find these rules and regulations a little hard to live under. I think the private station owner could be classified as running a very ethical business. We have large sums invested in stations, and we have lost considerable revenue in our efforts to protect the public. I think we could have been trusted to sit around the table with the Radio Commission, or any other controlling body, and arrive at a reasonable set of rules and regulations which we could all feel were fair to the commission and everyone else, and which would have resulted in proper control. I know that some of the financial broadcasts—and I think Mr. Charlesworth will bear me out in this before the Committee—we had some correspondence over the question of a financial house which was broadcasting over our station, and while there was no doubt about it that everything those people put on was absolutely correct and in order, the methods they used afterwards to try to interest people who listened to their programs certainly were not ethical; and I was in daily touch with Colonel Drew, Chairman of the Ontario Security Frauds Commission, to get his approval of these broadcasts, and when Colonel Drew finally told me what was going on behind the scenes I forthwith—that very day as a matter of fact—discontinued that broadcast.

*By Mr. Wright:*

Q. Just to what extent are you under the control of the commission in your broadcasting; or in other words in what respects are you free to use your own judgment and where are you controlled by the commission?—A. Well, we are under the definite control of this Act, and the Rules and Regulations. They deal with practically every phase of broadcasting, and everything that we do with a view to these rules and regulations, and it requires us to be on our toes all the time seeing that we as near as possible live up to them. Now, of course, some of these rules and regulations are unfair and unwise, and we are not entirely in agreement with all of them. That is why the suggestions I have made have been put in my brief with the thought that they might be changed so that the private station owner can keep his station in operation on a basis that is fair to him.



Q. And you recommended alterations in some provisions of the Act?—A. I did, sir.

The CHAIRMAN: Thank you very much, Mr. Sedgwick.

Witness discharged.

Mr. HENRY S. GOODERHAM, called.

*By the Chairman:*

Q. Will you proceed, Mr. Gooderham?—A. Mr. Chairman, I spent a good deal of time with Mr. Sedgwick in getting the details of his brief together—he had the wherewithal to put it together in much better paraphrasing than I had—and I want to go on record as representing station CKCL that I entirely concur with Mr. Sedgwick's thoughts. We think that both sides of the question should be given consideration. If we are going to be taken over we want them to take us over and get us out; or if we are not going to be taken over, let us live. I happen to be in the most peculiar situation, that our station has definitely suffered through the Commission's rulings. I think just two or three short letters would bring out my thoughts, and then if the Committee had any questions to ask I would be glad to answer them. So if it is agreeable to you, sir—

Q. Go ahead, Mr. Gooderham?—A. I think that reading the correspondence will bring out my thought. There are some of them which I might pass up. Do you particularly want the dates of my letters and things of that sort?

Q. I think you'd better give the dates and anything else you wish to bring out; I think in that way it will be easier to follow you?—A. Just prior to January 24 we had a program on the air which was what we called a parade. It is a spot program idea in which you go into the smaller merchants—I might say that we are only a 100 watt station, and we have not got anything like the elaborate programs that the larger stations have—but we go to the small merchant in a town and we get about half a dozen of them to put on, say the Oshawa Parade, for example, on the air. It is a half-hour program of records, and the advertising continuity is anywhere from two and one-half minutes to three minutes. According to the commission's ruling we are only allowed 90 seconds, so I tried to get the co-operation of the Radio Broadcasting Committee by writing them on January 24, I say:—

“In further trying to co-operate with your rules and regulations we are faced with a little difficulty and therefore are placing our position in your hands and asking your support.

Attached is a copy of a half-hour's program in the nature of a “Parade.” This is the situation where one of our salesmen goes to a smaller town and sells spot advertising to individuals in that town and it would be known by the name of the town “Parade.”

I am asking your indulgence in looking over this continuity and allowing us to carry on along these lines. The amount of advertising is slightly in excess of your requirements, however, may I hear from you by return of mail.

On February 7, after two weeks having lapsed, I had a letter from Mr. Charlesworth:

Dear Mr. Gooderham:

I submitted the “Parade” continuity which you sent me to our network department for analysis. They find that it contains six spot announcements within a thirty minute program, three times the number permitted by Commission regulations. The total advertising continuity

amounts to three and three-quarter minutes, or two hundred and fifty per cent of the maximum allowed by the regulations. Under the circumstances we do not see how such broadcasts can be permitted.

I got a little annoyed at that letter so I spent a little time checking up the station CRCT, the Commission station in Toronto, and I wrote on February 12 to Mr. Charlesworth, saying:—

DEAR MR. CHARLESWORTH,—

It seems that the Canadian Radio Broadcasting Commission are asserting their rights on privately owned stations, and are not paying any attention to what their own commission stations are doing.

You tell me in your letter of February 7, that you do not see how this "Oshawa Parade" continuity can go on the air as it is over the limit. May I point out to you that in checking your Canadian Radio Commission station, CRCT in Toronto, last night, February 9, at 6.30 the time signals went on, a matter of approximately 40 seconds; Wampole's Cod Liver Oil about 6.31—52 seconds; Beckett's Mining, approximately 6.32—25 seconds, the conclusion of this interview a further 30 seconds; Fraser's Store, approximately 6.39—53 seconds; Donna Hanna Coke, approximately 6.42—40 seconds, and Bray Nash Motors, approximately 6.46—63 seconds. According to my figures this is approximately a continuity of 4.42 and six sponsors at this particular period.

Radio station CKCL has always tried to conform to the regulations of the Canadian Radio Broadcasting Commission but we do feel that the administration of the regulations should be fair and if your Toronto station can not operate under the regulations and are using a certain amount of latitude then CKCL should have that same right. What do you think?

Then I have the letter from the Commission dated February 17:—

DEAR MR. GOODERHAM,—

Thank you very much for yours of February 12 containing information as to violations of the spot advertising rule on station CRCT. We try to keep a check on these matters and the violations will be properly dealt with.

That is the statement of that correspondence, sir; and then I am going to skip another, and I will just give you one more letter to carry out the thought. Before starting this I want to explain, gentlemen, that we are receiving a check-up on the time that we spend on advertising at our station. I think not a day goes by but that at some period of that day we have a memorandum from the Broadcasting Commission saying that we have violated one rule or another; and we seriously got into trouble on one occasion for violating rules, so we have decided that it is not the thing to do, and have to abide by the Commission's decision. I wrote—I have here a letter from Mr. Charlesworth on April 24, 1933, which will give you an idea of the type of letter we get on each of these occasions:—

DEAR SIR,—

This will acknowledge your letter of April 16—

My letter of April 16 was omitted from my brief but it was regarding what is the advertising content—of the advertising content, what is construed as indirect and what is direct; I wanted to check up as to what was indirect, the same as direct—that letter is rather long but if you wish me to read it I will do so.

Then comes the Commission's letter of April 24, which reads:—

This will acknowledge your letter of April 16.

I would refer you to paragraph three of our form letter re spot announcements under date of April 14, as follows:—

If time signals, weather reports, program bulletins or any such similar announcements are made by any broadcasting station within these hours, they must be made without the mention of any sponsor's name, either directly or indirectly, and without any accompanying advertising matter.

With reference to the "Hot Spot" program sponsored by the Royal Canadian Tobacco Company, our records show that four reports have been made by the inspectors, as follows:

*Before Dramatizations:*

February 28th—Advertising content—160 seconds.

March 26th—Advertising content—190 seconds.

March 28th—Advertising content—190 seconds.

April 11th—Advertising content—180 seconds.

If you do not feel that the reports are in order perhaps you would like to submit copies of the continuity for these dates so that the Commission can decide this question.

I have not had a reply as yet, but I see Mr. Charlesworth is in the room and perhaps he would reply to this afterwards.

On April 26th I wrote to Mr. Charlesworth, or to the Radio Commission:—

DEAR SIRS,—

This will acknowledge your letter of April 24th on the above file number. First we wish to point out that we have had a loss of \$60 per week revenue in removing our time signals and weather reports at 8.15 and 9 o'clock. We, of course, expect that other stations will conform to the same policy as outlined by you in fairness to ourselves, as this loss of revenue will make a decided hole in our pocket-book.

Now, regarding the Royal Canadian program which has gone at 6 o'clock each night for some six months. You point out that you have written us four times, namely February 28th, March 26th, March 28th and April 11th, and we in turn wish to say that on the February 28th matter you were quite right, the continuity was slightly over the allowance, however, immediately after that we engaged a staff of dramatic artists and a special continuity writer and dramatized the continuity in place of straight hum-drum commercial at an added cost to our sponsor and ourselves.

The advertising content of the dramatized continuities were absolutely and totally *indirect* as they did not mention any brands or even where they could be purchased, they simply mentioned the word "tobacco" and the words "cigarette tubes" or "cigarette papers," and there was a distinct musical break between the dramas and the announcers' commercial remarks which followed and gave the sponsor the necessary commercial credit as to the name of his product. We enclose herewith a sample copy of just such a lay-out dated April 11th.

We think it most unfair that we are charged up with an indirect dramatization as commercial continuity. It seems to me that the commission is the referee in all cases but do not adhere to what they mete out to private stations when it comes to their own stations. CRCT is an example each Sunday night on the Chase and Sanborn program which is absolutely over the time limit. If indirect disposition is to be charged



against that particular program, and we feel that if your commission do claim that the indirect advertising in that particular program is indirect and not direct then they certainly cannot claim that our advertising is direct when it is really indirect, as sample enclosed.

It might interest you to know that through these mistakes that the commission have made that CKCL, in the past and at the present time, has meant the loss of this particular program, it leaves the air to-morrow Thursday, April 26th.

This program has been rated by Toronto papers as the outstanding local program and has been held up in over three of our local journals as an example of *pleasant commercial* in small doses, but this is hard to rectify with your decision. We have these clippings available if you care to see them, and we would like to have your reply on this particular situation, as if this letter is not replied to it will only increase a possible antagonism which the writer does not wish to have.

We are still willing to co-operate with the Canadian Radio Commission but expect co-operation from you in return but we cannot co-operate if you are going to mete this sort of penalty on us and *not* on the other fellow and not on yourself.

May I remark in closing that it is a most unfortunate thing if due to your decision you are to obliterate *pleasant* dramatized commercial continuities from the Canadian air, allowing American stations to enjoy them and to force Canadian stations to go direct in big doses.

Awaiting your early reply, we are,

I would say that I have not had a reply to that.

Mr. CHARLESWORTH: A reply to that letter was sent on Saturday morning, or Friday night, Mr. Gooderham.

The WITNESS: I see. Then I happened to be listening in on April 26th, I think, on a Thursday night to a Rudy Vallee program over CRCT; so I wrote to Mr. Charlesworth again on April 27th—to which also I have not had a reply:—

DEAR MR. CHARLESWORTH,—

Further pursuant to your letter of April 24, and our reply of April 22—file No. 3-1-10—I am wondering whether the Canadian Radio Commission have made any change in their rulings as regards the spots after 7.30 p.m. and before 11 p.m., as after the continuity had been given on the Fleischman's Yeast program between 8 and 9, the ordinary Canadian commercial continuity was given, and then after the station identification had been made the following announcement was given for the benefit of those in Toronto vicinity: "We have been asked to announce that Rudy Vallee is appearing in the picture George White's Scandals at the Imperial theatre."

This is just merely pointing out to you, Mr. Charlesworth, that the commission is not living up, as pointed out in my letter to you, to what they make other stations carry out.

That is all I have to say. I have a publication here called The Canadian Microphone. I just happened to pick it up. It is dated April 21, so it is very recent. Referring to this particular "Hot Spot" program, I will read to you, if you like, just this paragraph:—

An orchid to the "Hot Spot" program over CKPC. Without a doubt, it's one of the smartest Canadian programs on the air. The music, the novelties, the talent, the announcer, the advertising—in fact, everything about the program is right. It just goes to show what can be done when time, thought, talent and pennies are all harmoniously blended. From all

accounts, it would seem that the sponsor doesn't mind spending his pennies either, because—well, you should know the answer—he's getting results, and how! You have to "give" to "get" in this man's world, and providing the "give" is distributed around in the right directions, the "get" is bound to follow.

That is all I have to say, Mr. Chairman.

*By the Chairman:*

Q. The difficulty that you are complaining of is the fact that you cannot get spot announcing at certain hours; that 5 per cent is too cramping for proper commercial work?—A. Yes. I feel that way; and I am in a class, with a small station, in this respect: that we derive our bread and butter money from the time between 6 and 7 o'clock in the evening. That goes towards paying about 30 per cent of the station upkeep per week. Then the balance of the programs we have got to commercialize or we have to sustain. I feel very much the same way as Mr. Sedgwick has already stated, that if we are not producing to the public taste, we soon won't have any advertisers and therefore we will have no revenue. We have been in business for nine years. We are the first station in Canada to commercialize, and we think we have a pretty clean record.

Q. With the same station you have now?—A. Yes, but the commission's regulations forced us to buy up-to-date and modern equipment, which we have done.

Q. It is a 100-watt station, is it?—A. Yes.

Q. How great coverage do you get with your 100-watt station?—A. Well, I don't like to interpret it in miles or anything like that, but to an advertiser I say we will hit, roughly, about 60 per cent of the sets that CFRB will hit. That is my interpretation. There are engineers that will say you can go a short distance, and some farther; but we have been heard up in the north country. We are heard up in Muskoka, and last summer I tuned our station in. We think we have a fairly good little coverage, but it is just riding along.

*By Mr. Wright:*

Q. Has it not been recognized, ever since the rules and regulations come into force, that it was impossible for any station to operate under them successfully?—A. Well, what we are up against here, Mr. Wright, is this situation: I think in Toronto we have what you call more free-lancing on our particular little station than any of the other stations. We have not got the support of Neilsons, Wrigleys, and those larger stations and what we are continually confronted with is, "Well, can't I just put in another extra five words?" Or can't I do this or can't I do that. If we get too antagonistic against them, they breeze out of there and go to another station, and they get the treatment they want from the other station. We are known in Toronto as the sports station of Toronto. 42 per cent of our programs are devoted to sporting activities.

Q. These rules pertaining to spot advertising are your greatest source of annoyance, are they?—A. Well, the way I figure is this: I hate to have a body of men tell me I can't do a thing—they regulate it—and then have them turn around and do exactly what they say I can't do. It is not fair.

*By Mr. Beynon:*

Q. And competing with you at the same time?—A. Competing at the same time, yes.

Q. In other words, tying one hand behind your back?—A. That is pretty well it; although the commission and ourselves are on perfectly friendly relations, personally.

Q. Yes, I appreciate that?—A. Mr. Charlesworth and myself will have our rows, and always shake hands afterwards and be perfectly friendly about it. I have the greatest respect for him.

Q. What are your call letters?—A. CKCL.

Q. Is that the station that was, in an unauthorized way, carrying the Ford program that we heard something about?—A. Yes. We were offered the Ford program through station CFRB, through the Ford Company of Canada. We took the program, in no way violating any rule or regulation, and we were told to discontinue it. Our legal advice was to carry on, which we did. Then we were on the carpet for that, and further, lost revenue from not being able to carry it farther.

Q. There is one point about that that I would like to get clear. I have been trying to find out what the reason for not wanting that program to be carried. When anything like that happens I always look around for the reason for it. Can you give us any idea what the reason is?—A. Well, I think possibly the reason was snap judgment, sir, and not really analysing the situation before the commission took action. We were certainly not violating, and we still maintain we are not violating any rule or regulation of the commission. We are prepared to go to court, because we have got no other referee, to find out whether we are in the right or in the wrong.

Q. I am in the dark yet as to what rule you are alleged to be violating. That is what I want to get at. I want to get at what is at the back of it?—A. It is the matter of chain broadcasting in Canada, sir. The interpretation of the act, as we see it, is that when two or more stations are linked together on the same program, and simultaneously broadcasting that program, that is chain broadcasting. We didn't violate that rule which the commission claimed we did. What we did was to carry the American program which, by the time it lands into Canada, and the announcing and the Canadian program is put into force, becomes a Canadian program. We merely took it from the Columbia system to our own station.

Q. What the rule says is that two or more stations in Canada must not be linked together?—A. Without their permission.

Q. Without their permission; and you linked up with a station outside of Canada?—A. That is right.

Q. That is the point. Now I understand. Suppose the commission's interpretation was right; they have control of all chain broadcasting and could stop it. What reason would there be for stopping it, even then? What objection would there be to that program coming into Canada?—A. The objection given, after discussing the situation with the commission, was that several of the out of town stations had gone around to see their various dealers, and thought that they could bring that program in for the price of their station, plus the line from Toronto to that point; but the Columbia Broadcasting System, since talking to one of their men, said it was not in the cards. They just would not feed it. They don't want chain broadcasting in Canada. We were merely obliging the Ford Company to keep the continuity of that Ford program in Toronto until such time as their recognized agency could take it over, when the Neilson program comes off the air.

Q. Why would the commission object to it? That is what I want to get at. In what way would it be harming them, or harming the listening public in Canada? What damage would it be doing?—A. The commission were doing exactly the same thing at their own station in Montreal when we took the contract on.

Mr. CHARLESWORTH: That was immediately stopped, by telegram.

The WITNESS: That went on, Mr. Charlesworth, after we had been told that we could not put it on, that we had to take it off.



*By the Chairman:*

Q. You mean, Mr. Gooderham, that they were shifting from their regular station to another station in Montreal?—A. In Montreal, yes, sir. The commission station in Montreal substituted for CKAC on the Sunday night as we did for CFRB on Thursday night. Then we were told we could not carry it, and we omitted to carry it on the fifteenth—that was on Thursday. The following Sunday, after we had been turned down by the commission, they still carried it, and the following Thursday we carried it. Then the commission cancelled it, and we cancelled ours. I think the whole thing has been straightened out amicably now.

*By Mr. Beynon:*

Q. I have been told that it is a very excellent program. I was wondering what objection there was to it going over your station. That is the point that is worrying me. I don't know what objection there was to it?—A. Well, we have not really got the main objection yet. I think the commission could perhaps answer that better than I could.

*By the Chairman:*

Q. Would it be possible that the idea of the commission might have been that they could get Fords to originate a program in Canada and use Canadian artists?—A. Well, that is what Mr. Charlesworth had in mind. He told me possibly they could produce the program in Canada, and keep it off the American chain.

*By Mr. Beynon:*

Q. And did they?—A. No, sir. I came down with the advertising manager of the Ford Company from London, on my last trip to London, and he said, "Gooderham, that Ford program is still open for you if your station will carry it." But so far we have not been successful.

*By Mr. Gagnon:*

Q. When did you have that program broadcast, in the evening or in the afternoon?—A. That was 9.30 to 10, I think. Was that not the hour, Mr. Sedgwick?

Mr. SEDGWICK: I think so.

The WITNESS: It was 9.30 to 10, I think.

*By Mr. Gagnon:*

Q. 9.30 to 10 in the evening?—A. Yes. It was a program that would have improved the CKCL listening audience by many fold, and it is a program we would like to have been able to continue.

The CHAIRMAN: Any other questions? Well, thank you, Mr. Gooderham.

The WITNESS: Thanks very much for letting me appear.

The witness retired.

The CHAIRMAN: Next we will have Mr. Denton.

FRANK DENTON, called.

Mr. BEYNON: Excuse me for stopping you before, but I thought the others were somewhat associated, and had better be together.

The WITNESS: So they were. It is quite all right.

Mr. Chairman and gentlemen, I represent the National Council of Education, in so far as the radio committee of that organization of Toronto is concerned. I am chairman of the radio committee of the National Council for

Toronto, and I wish to make some remarks about our work, our association with the commission. I also wish to make some remarks of my own as an individual, as a listener, if I may. My opinion is that the nationalization of radio has been a great success, and that this committee should be very much commended on the work they have done in the past; and also the Canadian Broadcasting Commission should be commended upon the work that they have been able to do since their incorporation some months ago. My feeling is that it has changed the entire situation with regard to radio broadcasting in Canada, and very much improved it. For one thing, the enforced reduction of advertising in the country has made the listening to programs very much more agreeable. The work of the broadcasting commission in bringing the different parts of the country together, through their trans-Canada linking up of programs, has been a very great force in welding together the different parts of our country, and I hope that the committee will endorse that and have it developed even further.

One thing that has been worrying me about the broadcasting commission is that I think there is a great deal of misconception and mis-information on the part of the country about what the commission is doing, what it is trying to do, about the amount of money it is spending, and the way it is spending it. It seems to me that this great government body, the broadcasting commission, should be encouraged to educate the people as to what its purposes are, and as to what it is doing. For instance, on Saturday last I was chatting with a gentleman in Toronto, a gentleman well known in that city, who was complaining about the million dollars spent by the commission on radio during the past year. I explained to him that between \$200,000 and \$300,000 were spent on telegraph tolls, that a certain amount was spent on rentals and purchase of property, and the balance on programs. When that gentleman learned that, he stated that that was the answer to his objection. He asked why the people of Canada are not informed of that. Actually, of course, they have been informed through the press carrying the various information, from time to time, about the disposition of the moneys that are in the hands of the radio commission, but I don't think it is carried far enough. If advertising is allowed on the air, it seems to me to be the reasonable thing that the radio commission itself should go on the air to advertise its own work, and to make known to the public what it is trying to do.

Another thing is this: I didn't know until a few days ago that there is a pamphlet issued by the commission which gives a list of the programs given by the commission during the week. I learned upon reading the testimony that has been given here since your committee first started to sit, that such a program is printed, and that about a thousand copies are distributed. I think the public would welcome the printing of that program in very large numbers, so that they can be well acquainted with the programs that the commission are giving. The press are not able, as Mr. Sedgwick said, because they have their own side of it; they are not able to give sufficient information about the broadcasting commission programs; that, I think, is desirable, to acquaint the entire public with what the commission is doing. I think that such a pamphlet could probably carry itself, if a little advertising were allowed in the pamphlet by the commission, and it could be sent out in very large numbers. The suggestion has been made to me that, in order to acquaint the commission with the feeling of the public, definitely, as to the radio programs, the licence which is sold by the commission to the individual purchaser of the licence could carry on it some information about the work of the commission; also that it could have some form of questionnaire attached to it, and the purchaser of the licence could be encouraged to fill it in, making his comment about the programs and about what he wanted to. In that way I think there would be an intimate relationship established between an enormous number of licences and the commission,

which could not as readily be got in some other way. I just make that suggestion.

I would like to see the total elimination of spot announcements which to me, as a listener, are very very irritating. They have been eliminated considerably but—and I am speaking now perhaps more with regard to government stations—it is not a dignified thing for the Canadian Radio Broadcasting Commission's stations to carry spot announcements.

I would like to say something about the functions of radio, and I will try to make my remarks as brief as possible. I have read over the evidence given before this committee during the past few weeks, and with the exception of Dr. Dunlop, who came from Toronto, very little has been spoken about the broad national function of radio in Canada. There has been a great deal said about wave lengths, about interference, about the cost of programs, the cost of the commission, and about the speaking of French, but very little with regard to any definite purpose that the radio has in Canada. Practically nothing has been said about the broad functions of radio—radio as a cultural, educational and social force. As I say, it has all been about money spent, wave lengths, the employment of musicians and the horrible crime of speaking the French language, and about entertainment. All these are important individually, of course, but radio is bigger than all those, either separately or combined. Formerly, radio was largely used for vaudeville entertainment. I do not use that term in any objectionable sense but simply as a descriptive term, describing the character of radio entertainment. People, of course, must be entertained, but there is a very much larger field, and a very much more important social or public field to be covered by the Canadian Radio Broadcasting Commission, and that is the question of using radio as a cultural, and educational and social force. Radio is the greatest means of communicating ideas next to the press. It should have a purpose. It should be used constructively. To entertain, yes. But it should teach; it should instruct; it should inform; it should develop taste. It should help the individual to enjoy a richer life. And, in doing this, it develops the individual, and it helps to solve our social problem, and it improves our national life.

Governments to-day, and municipalities, are spending millions of dollars on libraries, museums, art galleries, universities and schools, and it seems to me it is beneath the dignity of a government commission simply to consider radio sheer entertainment and vaudeville. There should be a definite purpose in our national life so far as radio is concerned, and it should be as dignified in its work as the other departments of government are in theirs. That is not a criticism of this committee, or of the Canadian Radio Broadcasting Commission. I am simply reiterating what I feel sure you gentlemen know; but I think there should be some definite plan or policy to see that the general purpose of radio in Canada is established. Radio, like education, is one of the fundamental factors in the moulding of public opinion and character, and in providing information. Like education, it should be the responsibility of the government in Canada. In Great Britain they have gone a very great deal further in their research into the field of radio than we have here, and they have made radio a tremendous social force. I had an opportunity of investigating it in the British Broadcasting House in London, England, and I was simply amazed at the ground that is covered by the British Broadcasting System. For instance, the question of listening groups with which you gentlemen are all familiar. The British Broadcasting Commission have, within the last few years, developed listening groups; that is to say, a series of talks or discussions on important topics of the day are given, at regular intervals during the week, and then all over the country the people are encouraged to listen to those, and they are encouraged to meet in groups, and to integrate in small societies for the purpose of studying what the speaker has



said; and, in all cases, of course, the speaker is a leader in his field. And then, in the various communities these take place, for instance, in Y.M.C.A.'s, and in homes, and churches, these people are encouraged to meet there in small groups to study what has been given on the air, and the B.B.C. gets in touch with the locality and furnishes somebody in the community who is familiar with the subject, to attend with these people in their little groups and to carry on a discussion after the talk is over. That might be something that could be developed here eventually.

It seems to me, that with the National Broadcasting Company and the Columbia System spending \$80,000,000, as was said by Mr. Sedgwick, in a year, that \$1,000,000 spent in Canada is a very small amount, because we have the same territory to cover. We have not got the same number of people to furnish radio entertainment to, but we have the same territory to cover, and I would urge this committee to enlarge the amount that is paid to the commission, in order that they can do a greater and a better work than they are now doing.

Earlier in the day, one of the members of this committee stated, it would be necessary to increase the fee to the listener if the commission was to get more money to carry on a proper service. It seems to me that the government ought to pay out of ordinary revenue part of the cost, for this reason: That while the listener so far as entertainment is concerned should be responsible for the cost, or a large part of the cost, through the payment of his licence fee, radio in Canada is such an important national force, is such an educational institution and can be used in such a large way in that direction for national purposes, that part of the expense should be contributed by the government in the same way that it contributes to other government services, like the Department of Agriculture, the Department of Public Health, and many other government services.

There is just one other thing, gentlemen, that I wish to speak to you about and that is French. I come from the City of Toronto, and I think that the educated opinion in Ontario is in favour of continuing the use of French; they do not object to it. I was speaking to one person on Saturday, and mentioning I was coming here and what I had read about the opposition to the use of French in the non-French speaking provinces, and I was told that the country ought to be very glad that we have two languages. Most countries only have one language, and that the two languages in our country enriches our country, enriches our national life. Another thing is, we teach French in our high schools and universities, and thousands of students throughout Canada are studying French, and provincial governments are supporting the study of French by these students. Why should not we allow our people and our students in all parts of Canada to hear some French on the air? I think it is an opportunity. As a matter of fact, I do not think we get perhaps enough. I am not referring to the announcement end of it, but enough French debates. I only heard one French debate last winter, but it was a most delightful and illuminating debate from Quebec. I do not speak French although I have a high school French, but this debate was in such beautiful language, the student who spoke spoke so splendidly that I was able to follow a part of the address. I think it is most encouraging. We use French in our schools, and we should encourage our children and high school students to listen to French, to attune their ears to it as well as their eyes from the French text books.

This past winter, the National Council of Education in Toronto has produced some 68 lectures or addresses on a great variety of topics, and the largest number of these—over 65—were over the Canadian Radio Commission's station C.R.C.T. in Toronto. I do, however, wish to make acknowledgment to my friend Mr. Sedgwick who very kindly allowed his station,—CFRB—to be used for a few of these lectures or addresses, for which we are very grateful. As I say, the variety of subjects has been very great. We had a series of lectures by Dr. Charles Corelli, the curator of the Royal Museum of Archeology

in Toronto. Dr. Corelli, I think, with the possible exception of President Roosevelt, has about the best voice that one can hear on this continent, and he gave a dozen addresses last year on museum pieces in his great museum in Toronto. It was a very popular feature. Then there have been lectures from the Art Gallery in Toronto; there have been lectures on economics, and on national affairs; there have been lectures on the N.R.A. and its effect on Canada by Mr. Fred B. Houser, who is now the financial editor of the Star, and a great number of others, but I will not trouble you by mentioning those other than to say that there is an immense amount of talent available in this country. I am speaking of Toronto, but there is an immense amount of talent available throughout the country that can be used on the air. Dr. Corelli is a very wonderful speaker, one of the finest in Canada, and he gave lectures throughout the season at his auditorium in the museum in Toronto. He can be employed. Not one of these people who gave these 68 addresses or lectures during the year in Toronto were paid; they were quite pleased to do it because they thought they were making some little contribution to the community by doing so.

I feel that there is a great purpose ahead of the Canadian Radio Broadcasting Commission in the way of educating our people to realize that by far the largest amount of radio programs must be of the entertainment type, but I do think that a plan could be worked out to great purpose for educating the people by serving up addresses, or dramas, and lectures on a variety of topics by good speakers, all of which can do an immense amount of good. For instance, I think it was two weeks ago there was held in Toronto what was called Crippled Childrens' Week, and the radio stations in Toronto carried a number of very fine little dramatic sketches, and brought to the attention of the people that the government wanted to find out where the crippled children in the province were of whom they had no record, and the Hon. Mr. W. G. Martin, Minister of Public Welfare, told me at the conclusion of the week that 300 crippled children had been brought to the attention of the department, and that plans were being made to give them treatment in order to cure them or relieve their trouble. One woman—you may have read about it in the press—started out with her crippled child, from Oshawa, I think, to wheel him in a carriage to Toronto, a distance of thirty miles, with the hope of getting a lift on the highway. Indeed, she was given a lift, and she eventually reached the department at Queen's Park, the government offices, and her child is now under treatment, and Mr. Martin says the child is going to be cured although the mother thought that he was incurable.

I am very sorry indeed to have taken up a lot of your time, and I am very grateful to you for your patient hearing.

The CHAIRMAN: Thank you, Mr. Denton.

Witness retired.

PHILLIP MORRIS called.

The WITNESS: Mr. Chairman and gentlemen, I am representing Station CFPL, London. I have prepared a brief which, to some extent duplicates the brief which has been presented by Mr. Sedgwick. However, Mr. Sedgwick mentioned one or two points which I have not mentioned in mine.

The matters that I wish to bring to the notice of this committee are of such vital importance to the radio station that I represent—CFPL in London, Ontario—that I feel bound to commit my arguments to paper rather than to trust to my memory, in order to put them before you as fully and as lucidly as possible.

I have asked for the opportunity to make this statement to this committee because on April 13th I outlined to the Radio Commission the difficulties

I was experiencing in adhering to some of their regulations. I received a reply dated April 18th, which informed me that my letter had been discussed in detail by the commission, but which did not, however, answer any of my contentions but embodied a demand that I adhere to the regulations set by law. The letter intimated that the commission intended to submit the matters under discussion to this committee, and that if the committee reaffirmed the present regulations they intended to take drastic action to see that we adhered to them. And, if this committee do reaffirm those regulations, the Canadian Radio Commission has no alternative but to see that they are obeyed. So strongly do I hold the view, however, that the regulations were originally framed without a thorough understanding of what was involved, that I felt it most desirable to present the case as it affects our own station.

To come to the point, may I express the firm conviction, that to impose any limit upon the advertising content of a program, or to limit the number of spot announcements that they may be put on the air in a certain period, is, first of all, unnecessary; secondly, undesirable; and thirdly, inequitable.

It is unnecessary, because if any station so loads its programs with advertising matter, or so interlards its items of entertainment with spot announcements its audience is bored, that audience simply has to turn its collective dial to find more acceptable entertainment elsewhere. The advertising will fail to pull results, advertisers will cease advertising, and the station will automatically revert to a ratio of advertising that is acceptable to the public. What would be the circulation of a newspaper that crowded its pages with advertisements to the exclusion of news or features of interest? The answer is obvious. Exactly the same argument applies to radio.

The present 5 per cent limit on programs is undesirable in so far as the 15 minute periods are concerned. In an hour's program a sponsor might feel that he can say sufficient about his product in three minutes—the time limit—to back up the good will that his entertainment has created. In a half hour program he might conceivably be content with a minute and a half of advertising matter. In a fifteen minute program forty-five seconds is altogether inadequate. A sponsor would be as well off by buying a spot announcement at a fraction of the cost and that, in all probability, is about what would happen. The effect of regulation 99 would be to discourage fifteen minute programs and encourage spot announcements, which is not in the public interest.

May I quote a specific case? Every morning Radio Station CFPL has a fifteen minute news broadcast. It is one of the most popular radio features in western Ontario. It is sponsored by a local department store, and during the fifteen minutes two brief shopping announcements are incorporated. Here are some typical announcements which I have taken from my files. They are not tediously long; they are generally written in a style that is acceptable to the public; they have come to be regarded as a part of the broadcast, and many people look forward to them as items of interest. But the two announcements together exceed the five per cent time limit. The Radio Commission has instructed me to reduce them in length so that they may be put on in forty-five seconds. If I do so that sponsors of the broadcast will cancel their contract.

The result will be this—the public will be deprived of a feature that they like tremendously; my station will be bereft of a profitable contract: the man who puts on the broadcast will lose a substantial weekly fee. And nothing—absolutely nothing, gentlemen, will have been gained.

Let me pass on to regulation 100. Station CFPL derives a very substantial portion of its revenue from spot announcements. I don't know what conditions obtain in other centres but we do know that in London we have periods of the day during which we are by no means so effective as in others. I mean that our audience decreases either because the housewife has her household duties to



attend to, or because some chain program from the United States is infinitely more attractive than we can hope or afford to provide. It is not fair to our advertisers to put their spot announcements into those periods. But what are we to do. The dead line for spot announcements is 7.30 p.m. It is not so long ago that practically every radio station in eastern Canada regarded the period 7 to 7.15 as lost to them because of a program of tremendous popularity originating in the United States. That program still attracts a large number of people in London that would otherwise be listening to CFPL. If I run no advertising in the 7 to 7.15 period is it unreasonable to permit me to make up for it in the ensuing fifteen minutes. The same applies to certain other periods of the day. I do not wish to go further than I have and specify what those periods are. I simply repeat—if I run no advertising for 15 minutes or half an hour, what possible objection can there be to my doubling up during the next program period.

Station CFPL is broadcasting from 8.30 to 10.31 each morning. Of that time 15 minutes is devoted to a devotional service, unsponsored and entirely free of advertising. During the morning broadcast, therefore, only five minutes and fifteen seconds can be used for advertising under regulation 99. At noon we broadcast for an hour and a half only—from 12 to 1.30—so that only four minutes and 30 seconds is available for advertising. In the evening we go on the air at 5 o'clock. Spot announcements must cease at 7.30. From 6.30 to 7 is pre-empted by the Canadian Radio Commission. There remains two hours of broadcasting of which we can devote six minutes to commercial announcements. It is a recognized principle among operators of radio stations that no advertising should be put on the air until the station has warmed up—that is until the public can be estimated to have tuned in in reasonable numbers. Even ignoring that important factor, however, we find that in our entire daily schedule of broadcasting up to 7.30 in the evening, we have only 15 minutes and 45 seconds to devote, under regulation 99 and 100, to advertising the products of manufacturers, or the merchandise of merchants.

Let me deal for a moment with the period subsequent to 7.30. It is an unfortunate condition—and one for which I am not blaming the Radio Commission, though I do not know whether I am unduly tolerant or not—that the wavelength allotted to us practically confines our evening broadcast to London. Local manufactures, financial institutions and so on, who might be disposed to sponsor programs in the evening time, are desirous of reaching, in fact, insist upon reaching, a rural as well as an urban audience. Consequently with the exception of hockey broadcasts, and a sporadic commercial program or so, our time from 7.30 onwards is non-revenue producing. I must modify that statement by saying that a substantial portion of it is leased by the Canadian Radio Commission but at a rate that is less than 10 per cent of our commercial rate. There is no complaint embodied or implied in that statement—it is simply a statement of fact relating to the revenue of our station.

With only 15 minutes and 45 seconds allowed for advertising, how can a station such as ours be operated without loss, leave alone with profit? How can we meet the demands of the Radio Commission to put in this and that bit of equipment, to add to our expenditures and at the same time reduce our revenue to the point where it does not cover operating expenses? How can we afford to give reasonably good entertainment to the public—to provide even a little employment for artists—if we are not allowed to make even sufficient money to meet even their modest fees? In what way is the public welfare benefited by these arbitrary rules—rules that apparently are supposed to apply all over the Dominion, no matter how varying the conditions may be from place to place? I have no opinion to offer as to the respective merits of a publicly owned or a privately owned radio system. I have simply endeavoured to show that if a firm is given a licence for broadcasting, if it invests money in equipment such as meets

the high standard demanded by the Radio Commission, if it pays the high fees of the Canadian Performing Rights Society, if it endeavours to encourage Canadian artists, and Canadian talent, then it is not in the public welfare to impose upon that station restrictions, prohibitions, regulations or what you will that will prevent it from fulfilling those aims, that will force it to operate on the cheapest possible lines, with indifferent announcers, with incompetent engineers, with the cheapest and oldest type of gramophone records instead of decent live artists, and with equipment that is obsolete. Such a result, it seems to me would defeat the very purpose for which the Radio Commission were created—the improvement of broadcasting conditions in Canada.

The committee adjourned at 6.25 to meet Wednesday, 11 o'clock, May 2, 1934.









SESSION 1934  
HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 10

---

WEDNESDAY, MAY 2, 1934

---

WITNESS:

Mr. W. T. Burford, Ottawa, representing the All-Canadian Congress of  
Labour.

OTTAWA  
J. O. PATENAUDE  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1934





# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,

COMMITTEE ROOM 429,

WEDNESDAY, May 2, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 11 o'clock a.m., this day, Hon. Mr. Morand, Chairman, presiding.

All the members of the Committee were present—9.

*In Attendance as witness:*

Mr. W. T. Burford, Ottawa, representing the "All-Canadian Congress of Labour."

Present: Chairman and Commissioner of the Radio Commission, and several other officials of the Commission staff.

The Chairman had distributed: list of letters received, respecting radio matters, from Monday, April 30, to Wednesday, May 2, as follows:—

Chegwin, Mrs. A. E., Moose Jaw, Sask., dated April 27.

"Disgusted," postmarked Woodbridge, Ont., dated April 30.

Hawker, Mrs. W. E., Arcola, Sask., dated April 26.

Johnson, H., Moose Jaw, Sask., dated April 26.

Krause, J. W., Lajord, Sask., dated April 28. (*Re* broadcast of "Youngbloods of Beaver Bend"; submitted to Radio Commission.)

McAlister, J. C., Yellow Grass, Sask. (Giving preferences for different programs.)

Shatford, Canon A. P., Montreal, dated April 27.

Whitehead, T., Moose Jaw, Sask., dated April 29.

Victoria Broadcast Listeners Club, Inc., Victoria, B.C. (Wire), dated May 2.

Mr. Ahearn inquired as to whether or not Mr. Weir, formerly attached to the Canadian National Railways Radio Service, would be called as a witness. Mr. Beynon, speaking as a member of the sub-committee on agenda, stated that no application for Mr. Weir to be heard had come before the sub-committee.

The Chairman suggested that following the hearing of the witness to-day, a meeting in camera be held at which the question of calling further witnesses be taken up and decided. Agreed to.

Mr. W. T. Burford called and submitted a brief, in which he expressed the views of his organization as strongly supporting nationalization of radio broadcasting; making it all Canadian controlled and eliminating as soon as feasible, all privately owned stations by taking them over; and also eliminating as far as possible radio advertising; providing more and more Canadian pro-

grams for Canadian people; a monopoly, Government controlled, to be used for the instruction and entertainment, and as a medium for the better understanding and bringing together of the peoples of the different provinces of Canada.

Witness questioned at some length, thanked and retired.

On motion by Mr. Wright, seconded by Mr. Gagnon, the following motion was adopted by the Committee:

That the calling as witnesses, of Mr. James Hunter, Toronto, on April 18; Mr. W. J. Dunlop, of Toronto University, Toronto, and Dr. Edouard Montpetit, of Montreal University, Montreal, and Mr. C. M. Pasmore, Toronto, on April 23; and Mr. Harry Sedgwick and Mr. Henry Gooderham, both of Toronto, on April 30, be approved by this Committee.

It being 1.30 o'clock, and no further witnesses being before the Committee for a hearing, the Committee decided to adjourn, and hold a meeting in camera at 3.30.

The Committee adjourned to the call of the Chair.

E. L. MORRIS,  
*Clerk of the Committee.*



## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,

May 2, 1934.

The select special committee on Radio Broadcasting met at 11 o'clock, Mr. Morand presiding.

The CHAIRMAN: Order, gentlemen. Is there any business to come before the committee before we call the witness?

W. T. BURFORD, called.

The CHAIRMAN: Proceed, Mr. Burford.

The WITNESS: Mr. Chairman, in 1932 I had the honour of appearing before the committee which then sat to consider radio broadcasting, and our representations made on that occasion seem to have borne fruit. It would be presumptuous for me to say that the committee acted on our suggestion: we recommended the nationalization of broadcasting, and that is the purport of the legislation which has since been passed.

*By Mr. Beynon:*

Q. You say "we." To whom do you refer?—A. I am secretary of the All-Canadian Congress of Labour. It is the largest Canadian-controlled labour organization in existence. With your permission, Mr. Chairman, I would like to read some notes I have.

In 1929, when the Royal Commission on Radio Broadcasting conducted its inquiry, the All-Canadian Congress of Labour and one of its affiliated unions were the only labour organizations which presented the views of the workers at the public hearings. The Commission's recommendations were in accord with the views then presented, as also were the findings of the Parliamentary Committee on radio of 1932. It was gratifying to the Congress that the Commission, the committee, the government and finally parliament saw so clearly that an opportunity was at hand to preserve for the people a vast, almost unexploited realm which was theirs by right of the social effort which had found it and of the social need which it would serve.

It may be worth recalling that the argument for national ownership and operation of the broadcast service was (and it is still) confined mainly to improving the output of the household radio music-box. Only from that angle was the problem of radio control popularly comprehensible. But surely the next generation will smile at this exemplification of the age-old habit of putting the decorative before the useful. Our successors will reflect on the oddity that the contemporaries of those who gave the electric wave to the world should have regarded as of primary importance its bearing upon such trivialities as the negroid forms of music and song known as jazz and crooning. For radio communication is limited only by the third dimension. Through the senses of sight and hearing—by every means short of physical contact—it can serve the intelligence in countless ways. The practicability of television has been proved; it is technically inseparable from other forms of broadcasting. All that the ear can hear and the eye can see by means of the radio art was

embraced in the monopoly of which parliament took possession in 1932 on behalf of the people. If the potentialities of radio had been more clearly demonstrable it is indubitable that those who had been fumbling with this new-found Aladdin's lamp would have resisted more strenuously its removal from their hands.

From the viewpoint of those who concurred in the Royal Commission's opinion that broadcasting should be conducted as a public service it is unfortunate that the Canadian Radio Broadcasting Commission was not invested with monopolistic powers and equipped with the means to provide programs of entertainment and enlightenment equal in quantity as well as quality to the programs available from other sources. The Radio Broadcasting Commission had to start under an avoidable handicap. The amount of money placed at its disposal was far below that estimated as necessary by the technical advisers of the Royal Commission, and out of its limited budget it had to engage its own separate engineering staff when an efficient staff was available in the Radio Branch of the Department of Marine. Through the failure to close down the privately-owned stations the Radio Broadcasting Commission has had to contend with an opposition which steadily becomes more aggressive. The Royal Commission showed by its report that it looked upon the privately operated stations, supported by advertising as they are, as a necessary evil, to be tolerated only on the ground of temporary expediency. The private stations, however, have interpreted this sufferance as recognition of a right to exist. They present themselves to-day as a peculiarly arrogant vested interest, presuming to criticize the Radio Broadcasting Commission and gratuitously offering suggestions for the further limitation of the Commission's field of action.

Inefficient private control and operation brought Canada into a state of dependence upon the United States for its radio programs. The Royal Commission found this to be a matter of general complaint.

In our survey of conditions in Canada,  
it reported,

we have heard the present radio situation discussed from many angles with considerable diversity of opinion. There has, however, been unanimity on one fundamental question—Canadian radio listeners want Canadian broadcasting . . . . At present the majority of programs heard are from sources outside of Canada. It has been emphasized to us that the continued reception of these has a tendency to mould the minds of the young people in the home to ideals and opinions that are not Canadian. In a country of the vast geographical dimensions of Canada, broadcasting will undoubtedly become a great force in fostering a national spirit and interpreting national citizenship.

The same dependence upon the United States as prevailed in 1929 is admitted by the private broadcasting services to-day, so far as they are concerned. They look upon the extension of the United States broadcasting systems into Canada as a means of securing revenue, and revenue is their objective. Yet they also assert that the aim of those who compile advertising programs is to sugar-coat the advertising so as to offer "as little offence as possible" to the listeners, thus admitting that all advertising is offensive. At the same time they are trying to prise open the regulations to permit the entry of more and more advertising.

One of the implications of the prospective or actual alliance of the private stations with the United States broadcasting chains is the continued domination of Canadian musicians by the American Federation of Musicians. The A.F. of M. has a closed shop on the United States chains; owners of private stations in Canada are fearful of giving it offence. Though there is not enough evidence

to warrant the assertion that the foreign-controlled union of musicians has a closed-shop in all Canadian private stations, it is clear that something close to that condition exists. At most of the stations the closed shop of the United States union is practically airtight. The manager of a Toronto station, CKNC, wrote on 31st January, 1933:

Any musicians playing over our station must belong to the Toronto Musical Protective Association and be able to present their union card at any time.

The organization mentioned is a branch of the American Federation of Musicians. Other stations throughout Canada have made the same stipulation. The National Musicians' Union of Canada is debarred from the majority of private stations. Canadian musicians who play on privately-owned programs and who are dissatisfied with the United States union to which they pay tribute fear that dismissal would be the price of their transfer of affiliation to the Canadian union. As long as the American Federation of Musicians is able to maintain this stranglehold it is evident that the cultural benefits of broadcasting will be limited and that the art will fail to "become a great force in fostering a national spirit and interpreting national citizenship." Freedom of association, one of the elementary rights of national citizenship, is effectually denied Canadian musicians.

It was hoped that the Canadian Radio Broadcasting Commission would end this foreign control of the organized musicians so far as broadcasting was concerned. But the pressure of commercial interests has apparently been too great for the Commission to overcome. The chairman of the Commission assured the National Musicians' Union of Canada in December, 1932, that:—

So far as the relations of the various unions are concerned the policy of the Commission will be strictly neutral and attempts by any organization to dominate stations will be severely dealt with.

With a policy of neutrality so defined the All-Canadian Congress of Labour is completely in accord; neutrality and passivity are not regarded as synonymous. If it had been generally understood that Canadian musicians were at liberty to be members of the union of their choice, and that a station would imperil its licence by banning an orchestra on account of a union affiliation, it is believed that the monopolistic power of the American Federation of Musicians might have been curbed. So far from that having occurred, however, the American Federation of Musicians has tightened its grip, and last November it achieved something very like control of the Commission's own facilities in the lower mainland of British Columbia.

Vancouver radio retailers, planning a special selling campaign, enlisted the Commission's co-operation. The Commission's programs were broadcast for a week from various local private stations as well as from its own CRCV. But one private station, CKMO, was omitted from the arrangement. A few days before the "radio review" began, the local radiomongers' association was notified by the American Federation of Musicians that if CKMO were included A.F. of M. members would boycott the affair, this station having habitually purveyed broadcasts by the National Musicians' Union of Canada. The chairman of the Commission was informed of the threat too late for intervention, and the program was carried out under the conditions imposed by the foreign-controlled union.

In January this year an orchestra of the National Musicians' Union of Canada was promised a five-weeks' engagement at the Commission's Saskatoon station. As a result of representations by the American Federation of Musicians, this engagement was either cancelled or indefinitely postponed. It is probable that the Commission can explain this apparent deviation from its policy of impar-



tiality. The boycott at Vancouver, however, shows that the privately-operated stations can disregard that policy with impunity even while depending upon the assistance of the Commission.

This condition seems likely to continue as long as their are privately-operated broadcasting stations in Canada. For those stations cannot be expected to refrain from pandering to United States interests while there are rich rewards to be reaped by doing so. To the extent that they succeed by such methods the Canadian Radio Broadcasting Commission must lose ground in the fulfillment of the task indicated for it by the Royal Commission of 1929. It is already checked and hamstrung by their activities.

The All-Canadian Congress of Labour therefore repeats its recommendations that the licences of private broadcasting stations should not be renewed upon the expiration of the current annual term, and that all broadcasting in Canada should be done by the Canadian Radio Broadcasting Commission. As was pointed out by the Royal Commission, radio broadcasting tends to become a monopoly. If it becomes a private monopoly in Canada it will eventually be submerged in the United States radio empire.

It is submitted that the case against private control and operation of broadcasting stations has been strengthened by the developments of the last two years and that the time has come for the removal of radio from commercial exploitation. If that course be deemed inexpedient at the present time, it is hoped that the powers of the Canadian Radio Broadcasting Commission will be enlarged to enable it to compel the observance of its own policies by all stations.

*By Mr. Ahearn:*

Q. Do you realize that if all stations were taken over in Canada and new high power stations were built it would probably mean the raising of the licence fee to the users of radio sets?—A. That was anticipated, Mr. Chairman, in our submission in 1932.

Q. Are you willing to recommend the raising of the licence fee?—A. Yes, sir. Our suggestion made in 1932 and to the Royal Commission was that the licence fee should be \$4 a year.

*By Mr. Garland:*

Q. As a result of your experience with the membership in your organization and the contact you have had with labour generally, do you think that labour as a whole—that is the working people of the country—would object to an increase in the radio licence fee if they knew it was for the purpose of definitely establishing a national broadcasting system with a better type of program?—A. I do not believe there would be any objection to that, but rather that the increase would receive popular approval.

*By Mr. Beynon:*

Q. You are the secretary of the All Canadian Congress of Labour?—A. Yes, sir.

Q. Did you prepare this brief?—A. Yes.

Q. Have you submitted it to the Congress?—A. It has been submitted to the executive board of the Congress.

Q. What is that comprised of?—A. It comprises seven members elected by the membership at large. The executive board meets from time to time and carries out the policies of the Congress as laid down at the convention, and the conventions of the Congress have laid down the policy in regard to nationalization of radio which has been advocated for the past six years.

Q. And this brief was submitted to that executive?—A. Yes.

Q. So you would advocate, as I gather from your brief, the immediate discontinuance of all private broadcasting stations?—A. It would not be feasible—

Q. You recommend at the end of the current year that these licences be not renewed?—A. That is, not quite immediately.

Q. These licences are for only six months; they expire at the end of December?—A. I believe they expire the end of March.

Q. All right.

Mr. AHEARN: Every six months.

*By Mr. Beynon:*

Q. Yes. What you recommend is that the licences be not renewed to the private broadcasting stations?—A. That is so.

Q. And that the Commission proceed to furnish this country with programs comparable with those supplied on the American side?—A. Yes, we would like to see Canadian programs furnished by the Commission comparable with those on the American side and with those in Great Britain. The Royal Commission went into the financial side of its proposals and it drew up a very complete scheme, I believe, which showed that this could be accomplished with a licence fee of \$3 a year.

Q. Yes, of course, that was ostensibly shown before the committee. You think that could be done with a licence fee of \$3?—A. We would like to see the main recommendations of the Royal Commission carried out. The nearest we could get to that would satisfy us.

Q. Supposing the nearest we could come to it with our available capital would not supply programs which would be comparable with those on the American side, what would you think of it then?—A. I think, sir, that remains to be shown.

Q. Assuming that that is the fact, would you still be in favour of going on?—A. Well, I think that is purely a hypothetical question.

Q. It is all hypothetical, I think; I just want to get your reaction to that. If you do not care to answer it I am content?—A. Our suggestions, sir, are intended—are offered as a basis of policy.

Q. Quite true.—A. It might not be possible to carry them out completely in some respects, but we believe that every effort should be made to put into effect the recommendations of the Aird Commission.

Mr. GARLAND: That should be the objective to be actually aimed of?

The WITNESS: Yes.

Mr. BEYNON: Supposing it becomes evident that that could not be accomplished—that programs comparable to those supplied on the American side would be so expensive to produce that the \$3 licence fee would not begin to do it?

Mr. AHEARN: He said \$4.

Mr. BEYNON: Well, now he says he is recommending \$3.

*By Mr. Beynon:*

Q. Would you still be in favour of discontinuing the private stations and letting the Commission do the best it could with the money available—\$3?—A. We would not want to see any part of Canada left without adequate service. I am not sure that there might not be a period of transition, in taking over these stations, of a few months, probably of a year; but we can take the word, I think, of the Aird Commission that it is possible to give adequate services to all parts of Canada with the increase of the licence fee.

Q. Increased to what?—A. The Aird Commission said \$3. Our suggestion was \$4.

Q. You do not quite agree with the Aird Commission as to what would be adequate?—A. We would like them to have even more adequate means than were suggested by the Aird Commission.

Mr. GARLAND: Hear, hear.

*By Mr. Beynon:*

Q. So you would suggest it should go to \$4?—A. Yes.

Q. Of course, it is quite possible that the Aird Commission which were dealing with a new thing may have been mistaken as to what could be accomplished with a \$3 licence fee?—A. The Commission, I believe, was advised by some very competent technicians.

Q. Quite true; but competent technicians are often in error, are they not?—A. It is quite possible.

Q. Practical experience shows that they are; is that not true?—A. Well, the advisers of the Aird Commission were the experts of the Department of Marine and Fisheries at that time, and they are known to be—to rank very high in their profession. Lieutenant-Commander Edwards, for example, is a Fellow of the Institute of Radio Engineers, and Mr. Fraser and others, I believe, were called in—the best advisers in the country were called in.

Q. From the technical standpoint and so far as the technical side of radio is concerned, would these men, so far as you know, know anything at all about the cost of producing programs?—A. The program end was also adequately considered by the commission. They had plenty of advice, I remember. Advice seems to be a very easy commodity to obtain.

Q. Oh, wonderfully. But I say these men would not specially know anything about the cost of producing programs?—A. You mean a technical man?

Q. Yes.

Mr. GARLAND: Might they not? Why assume they would not.

WITNESS: I do not know why they should not.

Mr. AHEARN: Would it not be fair, Mr. Chairman, to say they said nothing about the program end of it.

*By Mr. Beynon:*

Q. Their advice was not along that line?—A. No; their advice was directed to the technical line, to the outlets for broadcasting.

Q. And do you know who advised the Aird Commission as to the cost of producing programs?—A. Well sir, I cannot speak for the Aird commission in detail. I think it might be well to refer to this report. That document is here. The matter could probably be looked up; but the Aird commission certainly made a very comprehensive survey of the whole business of broadcasting, not only on this continent, but in Europe. It was the most complete survey of the broadcasting business that has ever been made by anybody in the world. I think we might take a chance in Canada in accepting its advice.

*By Mr. Garland:*

Q. Is it not true that the Aird Commission made an examination into the costs of production and organization of stations not only in Canada and the United States, but in Europe as well?—A. I recall that is mentioned in the report, Mr. Chairman.

*By Mr. Beynon:*

Q. You have no idea yourself of the cost of producing the programs of the character produced in 1933?—A. No, I cannot claim to be an expert on the production of programs. I have heard from various sources, some very very varying figures upon the cost of production of programs, and some of the figures



seem to be of astronomical dimensions. I think there is a tendency to enlarge upon the difficulty of producing good programs in Canada. I think the evidence adduced by this committee in 1932 indicated that there was ample talent available in Canada for most occasions.

Q. And that they could employ Canadian talent to produce programs comparable with those of the United States?—A. Of course, it is always understood the commission is able to supplement its national programs.

Q. I wanted to know if that was your view. I want to get your view. You state there is ample talent in Canada. Are you of the opinion that they can produce from Canadian talent, concerts comparable to those produced in the United States?—A. With the exception of probably the Philharmonic concerts. I think the rest of the national programs could be easily developed in Canada by Canadian talent.

Q. That would be your view? Now, I am told that those concerts cost something over \$10,000 a broadcast, and some of them as high as \$12,000 or \$15,000?—A. I think you are speaking, sir, of the Philharmonic concerts.

Q. No, some of the others.

Mr. GARLAND: I think he is speaking of Eddie Cantor.

*By Mr. Beynon:*

Q. That is one, and the Rudy Vallee concerts?—A. Well, sir, I believe it is notorious that the salaries of some of those movie stars and radio stars are exaggerated. I do not think there is much actual information upon what they receive, but judging by their productions, I have no doubt that their performances could be equalled in Canada.

Q. That is all right. I am advised that Eddie Cantor has just entered into a contract for \$10,000 a broadcast. Now, do you believe that the Canadian people would give up those concerts and listen to the concerts produced by the Canadian Radio Commission, concerts they could produce at \$3 for the licence fee?—A. The Aird Commission said yes.

Q. What the Aird Commission said and what the Canadian people would do are two different things. Do you think the people would?—A. If they have Canadian talent in the Canadian broadcasts—

Q. I am just asking you if, in your opinion, the people would give up those concerts I speak of and listen to the concerts that the commission could produce with a licence fee of \$3?—A. Personally, I have no doubt about the matter at all; but my opinion is not worth any more than any other person's.

Q. What is your opinion?—A. It is my opinion they would listen to Canadian programs in preference to American programs if they were of equal standard.

Q. Yes; but I am asking now of programs the commission could produce with a \$3 licence fee?—A. Yes.

Q. Do you think so?—A. Yes.

*By Mr. Garland:*

Q. Do I gather that your organization has no objection to a fair co-operation in interchange of programs?—A. No, that would be expected to occur; that was, I believe, contemplated by the Aird Commission. I think it is contemplated in the set up of the Canadian Radio Broadcasting Commission. There might be interchange of programs, also, with Europe. That is becoming more and more practicable, and I think that programs for interchange purposes could be obtained at a reasonable figure, once the technical difficulties are finally overcome.

*By Mr. Ahearn:*

Q. Do you mean Dutch, Spanish and French programs, and so on?—A. Partly. I believe the music from those parts is pretty good. As it is, we listen in Canada to a great deal of what you might call dago music.

Q. I am talking of the language. We have heard a lot of evidence, some of which I do not take much stock in myself, complaining about the use of French, which is bilingual in this country and should be used.

Mr. BEYNON: I do not know that that statement should be made here. That statement has been made by Mr. Ahearn several times. I do not want to introduce that subject here. I do not think that question ought to be raised in this committee. It is a debatable question as to whether the whole of Canada is bilingual or not.

The CHAIRMAN: Mr. Ahearn is expressing his own opinion.

Mr. AHEARN: I am expressing the British North America Act.

Mr. BEYNON: I do not think that should be raised here.

Mr. GAGNON: You raised it first.

Mr. BEYNON: I have not raised it at all.

The CHAIRMAN: Gentlemen, confine yourselves to questioning the witness, at the present time.

*By Mr. McKenzie:*

Q. The witness made a statement that the desire of the private station was to produce programs which contain more and more advertising. What reason have you for saying that, inasmuch as one witness who was here on Monday said that was not their desire, and that if they went on with, I understood, very much more than 5 per cent allowed by the commission, it would have the opposite effect, people would not listen to so much advertising.—A. I heard the witness on Monday, and my impression of his testimony was that they desired to loosen up the regulation of advertising, put more and more time to that, but they were only limited by the receptivity of the audience. It was a question of what the people would stand. He thoroughly recognized, however, that all advertising was offensive.

*By Mr. Beynon:*

Q. Would you advocate doing away with all advertising?—A. I believe that the sponsored program suggested by the Aird commission would be tolerable; for instance, a program such as that which was put on some time ago by the Canadian Pacific Railway with the mere announcement that this program was sponsored by the Canadian Pacific Railway—I do not believe there was any objection to that—provided the program was of a high standard, as was so on that occasion.

Q. Would your idea be this, that aside from mentioning the name of the companies sponsoring the program, that would be the limit of advertising that should be done?—A. I do not think that even that amount of advertising should be encouraged. I suggest it might be tolerated in the initial stages of any transfer to complete public operation.

Q. You say that the limit would be, even in the interim, just the announcement of the sponsor?—A. Yes, I think so.

Q. Eventually, you would eliminate that and have no advertising at all?—A. Yes.

*By Mr. McKenzie:*

Q. Do you not think the people would tolerate a little more advertising rather than an increase in the licence fee at the present time, under present conditions?—A. I do not believe the people of Canada generally yet fully have a

chance to appreciate the advantages of radio broadcasting. The brand of entertainment the people get from stations on this continent, has not opened their eyes yet to what radio can accomplish. I believe that a great deal more can be done than has yet been attempted by the American or Canadian stations. I believe that everybody will agree that where the programs of say an evening's entertainment are divided into 15 minute sections, each one under the name of a separate sponsor, there is no orderly arrangement possible; that there is nothing like a concert where each one is trying to score points and command the biggest audience; and this competition goes on and changes every 15 minutes throughout the whole evening. I do not think there has been any real effort yet made by any of the stations to provide consistent entertainment, and then the educational opportunities of radio have not been exploited.

Mr. BEYXON: I had a rather unique experience since the advent of this committee. I had a good many people speak to me about the question of programs, and they said they liked those 15 minute programs because the programs changed; they did not want to sit and listen to one concert for an hour; they like variety?—A. That is largely a matter of taste, of course.

Q. What I was coming to was this: Have you made a check-up to find out what the public wants; have you sounded out public opinion on that?—A. No; it is not within our powers. I think it is a matter of taste whether people prefer dated coffee or Good Morning marmalade.

Q. After all, the public taste is what radio has to cater to?—A. Yes, absolutely.

Q. There was one thing that rather interested me, which you referred to in your brief, and I wonder if you could read it again. You said something about the inefficiency of private ownership. I think it appeared in the early part of your brief?—A. I think I was referring to the findings of the Aird commission.

Q. You were speaking about the inefficient service given by private ownership prior to the advent of the commission?—A. Inefficient private control and operation brought Canada into the state of dependence upon the United States for its radio programs.

Q. All right?—A. The royal commission found this to be a matter of general complaint.

Q. You are referring to the Aird Commission?—A. The commission's report is quoted.

*By the Chairman:*

Q. On what do you base your objection to advertising; is it purely from the listener standpoint or for some other reason?—A. We do not believe that the realm of radio should be commercialized, Mr. Chairman. We believe that there is a vast public domain in the radio element, which should be preserved for the public. The Prime Minister made some statement to that effect when introducing the bill to establish the Radio Broadcasting Commission. I cannot repeat his words, but he said that too many public franchises had been given away in the past, and it was time for Canada to make a change in its policy in that regard, and here was a new realm, which should, at least, be preserved for the public.

Q. What I am coming to is this: I am trying to get the basic opposition to advertising. Suppose radio does remain as a public domain, what is the objection to advertising from your point of view?—A. The objections to advertising are those set forth mainly in the report of the Aird commission. The necessity for each advertiser to compress into the time available for his broadcast, not only his own message but such entertainment of a special nature as will attract the largest audience, detracts from the value of radio in general.

Q. Your view then is based on the listener standpoint, and not the question of labour?—A. It is from the listener standpoint.



Q. What effect upon the labour of the country has the inclusion or exclusion of advertising in the way of creating more employment in the Dominion?—A. I do not think, Mr. Chairman, that it has any great effect upon employment, unless it be that it removes certain advertising from those media which have been regarded as legitimate for the purpose; that is, the newspapers and magazines of the country. It possibly lessens the advertising content of those publications. To that extent it would lessen the labour employed.

Q. Employed in those particular works? Now, let us carry that a little further; does advertising on radio increase the total amount of sales in the country and thereby help labour in shops and so forth? I am trying to get the labour viewpoint on the subject?—A. I have no evidence on that, Mr. Chairman, either one way or the other.

*By Mr. Beynon:*

Q. You realize that if we cut out all advertising in Canada, American goods would still be advertised over radio programs coming in from the States, either over our networks or broadcast direct, which radio sets would pick up. Do you think it would be fair to Canadian people to have American goods advertised here by radio, not the Canadian goods? Would you be in favour of that?—A. I cannot see, Mr. Chairman, that it would matter greatly. A witness the other day whom I heard before the committee said that in the event of advertising being excluded from Canadian programs, the Canadian advertisers would do their advertising over U.S. stations. Well, if the U.S. stations clutter up the air any worse than they are doing at the present time with advertising, fewer and fewer people will want to listen to them, in my opinion.

Q. Then the result would likely be the American stations would refuse our advertising?—A. I cannot quite picture that.

Q. Of course, that depends. If people would not listen to them, they would not get any advertising?—A. The advertising certainly detracts from any program.

Q. Therefore, if they accept too much advertising, they lose their audience, and then they lose their advertising; is not that true?—A. I suppose so.

Q. If we do not advertise in Canada and the United States stations carry all the advertising that they can reasonably expect the people to accept, American goods will be advertised over the radio and Canadian goods would not. Would you be in favour of that; it may be a good idea, but would you be in favour of that condition?—A. Well, the Aird commission recommended that certain sponsored programs should be allowed, and I believe they had that situation largely in mind; to prevent any hardship to Canadian manufacturers, they would allow a small margin of sponsored programs to give them a radio outlet in Canada.

Q. Then you are receding from the position that you would do away with advertising in Canada?—A. I believe eventually, a station which can provide a good program without advertising will be listened to by the larger audience in preference to one which, however good it may be, has a certain amount of advertising.

Q. Of course, you are not answering the question. I just wanted to know whether you are adhering to, or receding from the view that all advertising should be banned in Canada eventually?—A. Eventually yes, certainly.

Q. Notwithstanding American goods are advertised over the air in Canada?—A. I have seen statements made that the American people are getting heartily sick of the amount of advertising put out over there, though I cannot quote it here. I believe there was some evidence of that nature brought before the committee in 1932, over which you presided, Mr. Chairman.

*By Mr. McLure:*

Q. Does your brief, as submitted, suggest that radio broadcasting should be a monopoly similar to telephones?—A. Yes, sir. We suggest that it is a natural monopoly, and that it must either be a private monopoly or a public monopoly. You cannot compromise between the two.

*By Mr. Garland:*

Q. Did not Mr. Beatty make exactly the same statement in 1932 before this committee, that radio was a natural monopoly?

*By Mr. Beynon:*

Q. What do you mean by "natural monopoly"? I have heard the term a good deal, and I want to know what is meant by it?—A. By natural monopoly I would say that kind of public service which cannot be efficiently divided among several agencies. It has naturally to be put into the hands of one administration.

Q. It has to be put into the hands of one— —A. To be efficiently operated.

Q. Why is that true of radio any more than any other type of service?—A. I think the Aird commission dealt with it very exhaustively. I cannot attempt to repeat what the Aird commission said about it, but the Aird commission based its whole findings upon what it regarded as a fact that radio is a natural monopoly and that competition in radio tends to confusion worse than any other sphere of public service.

Q. I was just wondering why.

*By the Chairman:*

Q. Would it be because there is a limited amount of available air space?—A. There is a limited amount of time available for radio programs. It is recognized the evening hours are the only hours when the maximum audience can be served, and where there is no co-ordination among the various agencies which are serving the public, such as prevails on the American continent to-day, the maximum service is certainly not possible. There are all kinds of programs available over several chains, but not one of those programs is complete without being supplemented by the others.

*By Mr. Beynon:*

Q. What do you mean by "without being supplemented by the others"?—A. I mean it is very seldom that one could listen continuously for any length of time to one of those programs for our entertainment and get the maximum benefit that is available. It is necessary to change when there is no co-ordination between the several services.

Q. Would not that lead to greater variety?—A. It leads to greater variety, certainly; also to greater confusion.

Q. I am just wondering if the listening public would rather be put in a position where they have to listen to one particular program or would they rather be put in the position to choose and select the stations to which they desire to listen?—A. I presume with any well co-ordinated service, there would be a possibility of alternative programs.

*By Mr. Garland:*

Q. Do you find that there has been a marked improvement in radio programs service in Canada, both as to programs and coverage since the Radio commission came into existence?—A. Yes, a very great improvement, from my observation. Our office has received no complaints whatever during the last 15 months about the quality of the programs received from Radio commission stations.

*By Mr. McKenzie:*

Q. You think they could be very much improved if the commission were not handicapped for money?—A. If they were not handicapped for money and by the competition which exists in this country.

Q. Have you made any estimate as to the amount of money required to bring about the conditions that you have described in your brief?—A. We are content to accept the figures of the Aird commission as a general guide. The Aird commission showed on the basis of the technical evidence they had received, that adequate services could be given to all parts of Canada by a number of high powered stations situated at strategic points. I think that evidence was fairly conclusive, and the Aird commission was evidently satisfied that they had the best of advice on that point.

Q. If I remember rightly, they stated some amount in the neighbourhood of \$15,000,000 would be required. Do you remember what they said in the report?

The CHAIRMAN: They say the cost of installing seven high powered units would probably approximate \$3,000,000. That will be found at the bottom of page 8.

Mr. WRIGHT: That was to purchase the stations only.

Mr. MCKENZIE: The cost of installing high powered units.

Mr. BEYNON: It has nothing to do with the transmission of programs.

Mr. MCKENZIE: No.

*By Mr. Ahearn:*

Q. What is the total membership of your Congress?—A. It is 60,000.

Q. I suppose a great number of your members own radio licences?—A. Yes, I believe so.

Q. Do you feel that you are speaking for them in recommending the licence fee to be raised to \$4?—A. The proposals made by the Canadian Congress of Labour were prepared by the executive board of the congress, and before the convention of the Congress.

Q. They approved of the \$4 licence fee?—A. They approved of the recommendation made by the Aird commission in 1929 and of the committee in 1932.

Q. Do you think they still approve?—A. We have never received any intimation to the contrary.

Mr. GARLAND: Either from the members individually or the local?

The WITNESS: No.

*By Mr. Ahearn:*

Q. Did the recommendation include \$4?—A. Yes.

Q. Did it definitely mention \$4?—A. I think I have those—

Q. At the convention?—A. These are the specific recommendations made at the congress:—

5. An increase in the licence fee for the operation of radio receiving sets to \$4 per annum, 50 cents of this sum being allotted to the radio branch for its regular service of inspection and interference prevention, the remainder being allotted to the Canadian Broadcasting Corporation.

Q. That was in 1932?—A. Yes.

Q. Has the subject ever been brought up at the congress since?—A. No, sir, it has not. The congress did not anticipate that this matter would be reviewed by this committee and the policy has remained as it stood. I have every reason to believe that the objection to private control and operation of broadcasting stations is as strong, at least, as it ever was. It is a basic principle, you will understand, of the national labour movement.



*By Mr. Wright:*

Q. Is the American Musicians' Union affiliated with your organization?—

A. Our musicians' union is called the National Musicians' Union of Canada. It is naturally in conflict with the American Federation of Musicians, which is the largest musicians' organization in Canada, controlled from New York. The National Musicians' Union of Canada began about 1928 and it has local branches in the principal cities, but it has been handicapped very greatly indeed by the monopoly which I mentioned as being maintained by the American Federation of Musicians over a large number of the privately owned stations in Canada.

Q. Did you read Mr. Murdock's evidence here a week ago?—A. No, I did not.

*By Mr. Gagnon:*

Q. Does Mr. Murdock belong to your organization of musicians?—A. No.

Q. He belongs to the American one?—A. The name is not familiar. I believe it must be the American Federation of Musicians.

*By Mr. Wright:*

Q. How many musicians have you as members of your organization?—A. About 450. The American Federation of Musicians claim a much bigger membership than that. We have had indications that many members of the American Federation of Musicians would gladly transfer to the Canadian union if it were not for this handicap. I read in my brief an excerpt from a letter issued by a station in Toronto insisting that all musicians broadcasting over that station should be members of the American Federation of Musicians.

*By Mr. Gagnon:*

Q. Do you know the name of the station?—A. I gave the name, CKNC.

The CHAIRMAN: You are in the same position in relation to musicians as you are to all other international affiliated units, are you?

The WITNESS: Well, sir, we are under an especial difficulty with the musicians. The musicians depend for their livelihood upon very slight factors. They are not dependent entirely upon their ability to deliver the goods as is the rule among the other mechanics of the industrial world; they have to maintain, wherever they can, closed shop conditions and secure the recognition of the employer, and where they can do this by one device or another in the past they have done so without any great regard to high standards of professional performance. The American Federation of Musicians was closely linked on this continent with the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada, which is the Projectionists' union, but when the sound pictures were introduced the musicians lost out in the theatres, and that association with the projectionists came to an end. Since that time the musicians have depended largely upon maintaining their hold on the radio, and as the control of the musicians' union rests in New York they have found it to be good tactics on their part to associate themselves with the chain stations, and by that means to maintain their hold in Canada. They have done so very effectively up to now.

*By Mr. Garland:*

Q. Referring to the discussion of a moment ago on the question of a natural monopoly, do you not think that the real reason why broadcasting itself constitutes a natural monopoly is because of the very narrow range of radio broadcasting bands—the limited number of channels which must be divided up amongst nations?—A. Yes, I believe Mr. Garland has stated the reasons for the maintenance of a natural monopoly very succinctly there. The physical factors are predominant.

*By Mr. Beynon:*

Q. Would not telephone and telegraph also be a natural monopoly on that basis?—A. To a more or less degree I think all public services are a natural monopoly, but in radio there is no means of limiting the electrical wave which carries the sound, and the monopoly seems to be more clearly indicated in that realm than in any other.

Q. Well, I think, perhaps, that is only more apparent than real: for this reason, the financial cost of transcontinental telegraph or telephone is so great that it is limited just about as much as it is in radio.

*By Mr. Garland:*

Q. In any case, is it not becoming more and more recognized that even in the case of telephone and telegraph it would be better to create monopolies?—A. The whole tendency in communications of every sort is towards monopoly. In the United States the amalgamation of the Postal Telegraph and the Western Union Telegraph has been bruited for many years and is now approaching consummation according to the latest reports; in Canada, the amalgamation of the two telegraph services, the C.P.R. and the Canadian National, is expected to be only a matter of months, and a further absorption of the services by a corporation controlled by the Imperial and International Communications Limited from London is expected; and along with it the Canadian Marconi Company.

The CHAIRMAN: Might I suggest that I am afraid that we have a very clever bunch of questioners, but I think we had better stick to the matter we are discussing.

*By Mr. Wright:*

Q. Let us come back more closely to our subject. You made mention about the marked improvements in programs since the Commission had taken charge. I presume you are speaking especially of Toronto where you live yourself?—A. Of Toronto? No, I do not live in Toronto.

Mr. BEYNON: We thought you were more fortunate.

*By Mr. Wright:*

Q. What stations have you reference to?—A. I have heard the Toronto stations and I have heard the chain stations handled by the Commission, and my personal observation is that the new service is not to be compared to the old one; it is such a vast improvement over what it was before that it would be futile to make comparisons.

Q. That may be your viewpoint, but, certainly the viewpoint has been expressed very much to the contrary, and I wondered what evidence you had that your statement was accurate in that regard?—A. You cannot take a ballot on questions of that sort very effectively. The general consensus of opinion, however, amongst those whom I have consulted is that there has been an improvement.

Mr. GAGNON: Hear, hear.

Mr. WRIGHT: That might be so in the outlying districts.

*By Mr. Garland:*

Q. Have any of your officers or your membership any particular interest in any broadcasting station?—A. We are absolutely disinterested in this matter. We believe it will be to the benefit of all concerned to have a nationally controlled service without any degree of foreign domination.

*By Mr. McLure:*

Q. Does your Labour Congress approve of the efforts of the present Radio Broadcasting Commission to provide a national broadcast for Canada at the present time?—A. Our executive board certainly appreciates the work that the Commission has done, and, particularly in this matter of impartiality between the unions. We fully recognize that the Commission has tried to give the National Musicians' Union of Canada a square deal. We believe, though, that it has been hampered, and it has not been given the authority it ought to possess to deal with this matter. For instance, in the private stations where it occasionally lends its facilities it has not the authority to insist that the same policy of strict neutrality shall be observed as is observed over its own stations.

*By Mr. Beynon:*

Q. The only way to get that power would be to discontinue the private stations entirely, would it not?—A. We would like them discontinued.

Q. I say that would be the only way they could get that power?—A. Oh, no; that power could be obtained, I believe, without ending the private ownership of stations; it is a separate question.

Q. How?—A. Probably by an amendment to the Act. I am not quite sure in what way the powers of the Commission are at the present time limited in that regard.

Q. They have the power to hire anybody they like now if the private stations do not stop them?—A. I think possibly a recommendation from this committee would strengthen the hands of the Commission to that extent.

Mr. GAGNON: Hear, hear.

*By Mr. Ahearn:*

Q. Do you approve of the efforts of the Radio Commission to get commercial advertising?—A. No, sir.

Q. You are aware they have been doing that, are you?—A. Our executive board and those with whom we are in touch do feel that that is the fly in the ointment; that it is rather to be deplored that the Commission has been so short of resources that it has had to resort to that practice.

*By Mr. Cardin:*

Q. May I ask the witness if it would be possible to seriously control advertising with a good program?—A. I do not quite get the purport of Mr. Cardin's question.

Q. I would like to know if it would be possible for the Radio Commission to allow a certain amount of advertising without destroying the effect of their program?—A. Yes, sir, I believe it would be possible to use the sponsored program to a moderate extent. I am not in favour of that. We recognize it might be tolerated, however.

Q. Do you think seriously that the listeners-in are absolutely opposed to all sorts and all kinds of advertisements?—A. I think the best testimony we have on that point is that afforded by those who are interested in maintaining advertising on the air, who say that it is their aim and object to so put out their advertising that it will cause the least offence to the listeners. They recognize that it is offensive.

Q. Yes, but do you not think it would be possible to have a certain amount of advertising which would not displease the listeners-in too much? Is there no medium course without too much advertising?—A. That has been sought in the Act under which the Commission now operates. There is a limitation of 5 per cent which those who declare that advertising is offensive to the listeners wish to extend.



Q. Do you think there is a very strong objection against the mention of the name of the company or firm sponsoring the program?—A. No, the objection to that kind of sponsored program is not so strong, I believe, if the mention is not too frequent—once an hour, for instance.

*By Mr. McKenzie:*

Q. You expressed yourself as being satisfied that the Commission had improved radio broadcasting since they have been set up. Now, to some of us coming from the particular part of the country I come from it is rather hard to understand, because we have heard a great deal of complaint. There is no doubt there has been a great deal of complaint against the programs of the Commission. Now, I was wondering. We had a witness here on Monday, April 23 who produced a number of letters from Saskatchewan—my own part of the country—showing that the people were evidently satisfied. Those letters were written in January and February largely. I was wondering if you have found there has been any improvement during the last few months in radio broadcasting. Probably I may be wrong in saying that there is dissatisfaction at present, but there certainly was last summer and fall. I was wondering if since January and February, since these letters were written, there has been an improvement in radio broadcasting. Probably I should ask that of the Commission rather than of you, but what has been your experience?—A. I cannot say that I have been able to distinguish any particular change from one month to another, but, certainly, if we take the last 15 months or the last 12 months anyway of the Commission's activities and compare the broadcasting with the previous year, from what I can recall of the programs that we heard in other years I think the comparison is most favourable to the present régime. That of course is a matter of taste.

*By Mr. Gagnon:*

Q. May I ask you a few questions. I was absent for a moment and I do not know whether, in your brief, you touched upon the question of language?—A. No, I did not, sir.

Q. I will be brief. I see that your letterhead is bilingual?—A. Ours is a bilingual organization.

Q. You have, for instance, on your letterhead, the words "Le Congrès Canadien du Travail." Now, you stated that your membership was 60,000?—A. Yes.

Q. Are those 60,000 scattered all over Canada?—A. Yes.

Q. Have you ever received any protests against the use of the French language on your letterheads?—A. No, sir; on the contrary our whole policy has been to accord to our French speaking members exactly the same facilities and privileges as are accorded to the English speaking members.

Q. Coming back to radio, may I ask you one question. I suppose that your members and yourself are aware that radio is a wonderful medium of education, and may prove to be at the same time a medium of unity between different sections of Canada. Now, do you think, in view of that proposition, that the French language over the radio ought to be restricted?—A. I am in a rather difficult position in answering that question, because I used to live in Vancouver, and I know that anything in the way of the French language, whether it is on a postage stamp or in any other matter, is objectionable to the residents of British Columbia. I know that, and yet I am in favour of every facility being afforded to preserve this as a bilingual country. I think that the best solution of the language problem is to restrict the diffusion of French, as far as possible, to those areas of Canada which have a French population, if it is technically feasible.

Q. With respect to the postage stamps I agree with you; it would be easy to restrict it; I am in favour of bilingual stamps; but when it is a question of broadcasting over the air, do you think it is possible to make a wall around one province to prevent French songs from being broadcast when they come from New York, Mexico, France, England and elsewhere in Canada?—A. I know it is bound to be a very difficult problem. The objection which I mentioned is not one which I share, but I say that the prejudice exists there, and it is a very definite prejudice in the west.

Q. But you call it a prejudice?—A. Yes, I do.

Q. It may disappear in the course of time if the matter is tackled with tact?—A. Yes. They do not want the French language thrust down their throats.

*By Mr. Cardin:*

Q. May I ask the witness if the views he has expressed already against the privately owned stations or private broadcasts are the result of his general point of view, his general policy in favour of public ownership as against private ownership?—A. In a large part, sir. I must admit that our views on radio nationalization are based on our general policy of nationalization of all public utilities, but especially in radio is that policy applicable. We would like to see all public utilities nationalized. In fact, we would go further and class as public utilities all the basic industries of the country; but in radio, above all, we believe there is no room for competition if the public is to be served.

Q. Speaking about the privately owned stations in Canada, their only source of revenue is advertising, and the good programs which they can provide depend upon the amount of advertising to be obtained from the different firms and companies operating in Canada and elsewhere. Now, if they were deprived of this advertisement they would have to close down their operations. That means that their main object is not satisfying the public or improving the minds of our citizens; it is for profit?—A. Absolutely.

Q. Personally, I do not object to that to a certain extent; but do you think that if a certain amount of the advertising which is at present controlled by the privately owned stations was exercised by the Commission itself that they could do all that the privately-owned stations are doing?—A. I think that is quite apparent. If the Commission had the advertising revenue which now goes to private stations it could conduct those stations and other stations to some purpose, but the public, the audience, would not be much further ahead.

Q. You expressed the view or opinion that the listeners-in are dead against advertising?—A. The listeners-in? In the opinion of those who want the listeners-in to listen to advertising they are opposed to advertising. It has to be sugar-coated. It has to be sprung upon the audience by surprise. It has to be put in in such a manner as to be undetectable.

Mr. GARLAND: Hear, hear. I appreciate the view of the witness in that regard. There is nothing annoys me more than to have something like that turned in on my program.

Mr. BEYNON: You are highly sensitive.

Mr. GARLAND: I accept that as a compliment.

*By Mr. Cardin:*

Q. Can you not conceive of any form of advertising which would not be as objectionable to the public as that?—A. To be effective it seems that advertising must be introduced in an insidious manner. That is the whole object of radio advertising as described by witnesses before this committee. If the listener is aware that he is listening to advertising his reaction is to reach over and turn the set off.

Q. You think the amount of advertising is too much?—A. I believe some sets are now equipped with a long-distance control whereby the listener can sit in an armchair in a far corner of the room and press a button when the advertising comes. The industry apparently recognizes one of its own evils.

*By Mr. Wright:*

Q. We have been led to believe in the last few years that advertising has been so sugar-coated that it was done as pleasantly as the program itself, and there was absolutely no objection.

Mr. GARLAND: I have a distinct feeling of disappointment when I find that I have been listening to a musical program and then hear someone come sailing in with a discourse on sausages.

Mr. WRIGHT: Do you think if we were to pay a large licence fee that the people would put up with that?

Witness discharged.

The CHAIRMAN: Gentlemen, we have a motion, moved by Mr. Wright and seconded by Mr. Gagnon.

That the calling as witnesses, of Mr. James Hunter, Toronto, on April 18; Mr. W. J. Dunlop, Toronto, and Dr. Edouard Montpetit, Montreal, and Mr. C. M. Pasmore, Toronto, on April 23; and Mr. Harry Sedgwick and Mr. Henry Gooderham of Toronto, on April 30, be approved.

Mr. GARLAND: Is it the intention of the committee to call independent western witnesses?

The CHAIRMAN: Of course, this is entirely up to the committee. It is my own view that we have pretty well covered all the sources of information possible on the subject and that if we survey the evidence that we now have before us there is a sufficient contribution there for us to arrive at some middle-of-the-road view.

(Discussion followed.)

The committee adjourned to meet at the call of the Chair.







SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 11

---

WEDNESDAY, MAY 18, 1934

---

WITNESSES:

Mr. Roy A. Forbes, Manager, Victor Talking Machine Company, Montreal.  
Mr. E. A. Weir, Toronto, formerly with C.N.R., and Radio Commission,  
as a Director of Radio Broadcasting.  
Dr. G. M. Geldert, owner of Radio Station CKCO, Ottawa.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934





## MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,

COMMITTEE ROOM 268,

FRIDAY, May 18, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 11 o'clock a.m., this day, Hon. Mr. Morand, Chairman, presiding.

*Members of the Committee present:* Messieurs Ahearn, Beynon, Cardin, McKenzie (*Assiniboia*), McLure, Morand, and Wright—7.

In attendance as witnesses: Mr. Roy A. Forbes, Manager, Victor Talking Machine Company, Montreal; Mr. E. A. Weir, Toronto, formerly Director of Radio Broadcasting, Canadian National Railways; Dr. G. M. Geldert, owner of Radio Station CKCO, Ottawa; Mr. J. A. Bradette, M.P. (Member for Temiskaming North), House of Commons, Ottawa.

Present: Chairman, Commissioner, Secretary, Publicity Agent, and others of Canadian Radio Commission, Ottawa; also other interests connected with radio matters.

The Chairman had distributed, list of letters received in connection with radio matters, from Wednesday, May 2nd to Friday, May 18th, as follows:—

Atkins, A. P., Moose Jaw, Sask., dated May 3.

Alexander, Mrs. J., Weyburn, Sask., dated May 7.

Bovey, Wilfrid (McGill Univ.), Montreal, dated April 22.

(Addressed to Mr. Gagnon, and submitted by him to Chairman.)

Beaubier, D. W., M.P., Ottawa, dated May 2.

Canadian Radio League, Toronto (telegram), dated May 3.

Canadian Radio League, Toronto, dated May 3.

Cooper, Irvin, Montreal, dated May 1.

Canadian Newspaper Radio Ass'n., London, Ont., dated May 10.

"CKOV", Kelowna, B.C., dated May 7.

Drost, H. M., Vancouver, B.C., dated April 28.

Dickson, John A., Moose Jaw, Sask., dated May 10.

(Enclosing clipping.)

Edwards, Comm. C.P., Ottawa, Ont., dated May 5.

(Enclosing letter from Mr. Wm. Douglas, Courtenay, B.C.)

Edwards, Comm. C.P., Ottawa, Ont., dated May 15.

(Enclosing letter from Mr. Omer Pellerin, Gravelbourg, Sask.)

Edmands, Alf., Moose Jaw, Sask., dated May 1.

(Addressed to Clerk of Committee, submitted to him by Chairman.)

Hugo, Mr. and Mrs. Edw. and family, Moose Jaw, Sask., dated May 4.

Harris, J., M.P., Ottawa, Ont., dated May 4.

(Enclosing copy of letter from Sandy Macdonald, Toronto.)

Moose Jaw Radio Ass'n., Moose Jaw, Sask., dated May 4.

(Enclosing memoranda for all members of Committee.)

Musical Protective Ass'n., Toronto (Brief), dated May 3.

Musicians' Protective Union 566, Windsor, Ont., dated May 7.  
"Montreal Star" (Clipping), Montreal, dated May 3.  
McConnell & Fergusson Limited, Montreal, dated May 17.  
Passmore, G. E., Moose Jaw, Sask., dated May 8.  
Rorison, Allan R., Moose Jaw, Sask., dated April 30.  
Radio and Appliance Dealers Association of Ottawa, dated May 3.  
Sons and Daughters of England (Lodge No. 263), Moose Jaw, Sask., dated April 24.  
Taylor, Mrs. E., Vancouver, B.C., dated May 9.  
Turnbull, F. W., M.P., Ottawa, Ont., dated May 12.  
Underhill, Dr. Thos. B., Moose Jaw, Sask., dated May 2.  
Victor Talking Machine Co., Montreal (telegram), dated May 3.  
(Submitted to Sub-Committee on Witnesses.)  
Weir, E. A., Toronto, Ont., dated May 8.  
(Submitted to Sub-Committee on Witnesses.)  
Wilder, Mrs. T. R., Moose Jaw, Sask., dated May 10.  
(Petition attached.)

The Chairman also had distributed to members of the Committee, copy of memorandum, *re*: "Appointments to Canadian Radio Broadcasting Commission," dated May 14, 1934. He further submitted to the Committee the following; as brief from Mr. H. C. Buchanan, Moose Jaw, in reply to evidence given by Colonel Steel on April 20th. Agreed to, be made part of the record (*see evidence*).

Letter and statement from Canadian Newspaper Radio Association, to be incorporated in this day's evidence. Agreed to. (*See evidence*.)

"Reply and Resume of position taken by Canadian Radio Committee of the Musical Protective Association," to be incorporated in this day's evidence. Agreed to. (*See evidence*.)

Letter from Alan B. Plaunt, Toronto, Honorary Secretary, with memorandum from the Canadian Radio League, to be incorporated in this day's evidence. Agreed to. (*See evidence*.)

Telegram from H. S. Berliner, President, Compo Company, Ltd., protesting against curtailment of hours for the use of electrical transcriptions.

Telegram from F. E. Clotworthy, Secretary, Association of Canadian Advertisers, Incorporated, Toronto, relative to new regulations in force respecting electrical transcriptions.

Before witness was called, Mr. Ahearn asked regarding the answers to certain questions, which had been the subject of some discussion in the House, and the final suggestion that they should be answered by the Commission, through the Committee. The questions had previously been placed on the Minutes of Evidence. The Chairman stated that he would see that the questions were answered.

Mr. Roy A. Forbes called, and made his submission to the Committee, in which he protested strongly against regulations lately put in force by the Commission, with respect to the use of electrical transcriptions at certain hours, which would have the effect of very seriously interfering with business, and also handicap greatly the smaller stations, particularly in the less populated sections of the country.

Witness questioned, thanked and retired.

Mr. E. A. Weir called and submitted a very lengthy brief, in which he recited details in connection with his employment by the Commission, up to the time when his services were dispensed with; also submitting certain suggestions, which,



in his opinion, would improve the broadcasting services to the Canadian people. The submission of the witness continued until nearly one o'clock, when, after discussion, the Committee decided the time was too short to attempt to question the witness, considering the very lengthy character of his brief. It was finally agreed that the witness would be available to be called again some time next week, if found necessary, for further questioning, the Commission to prepare brief in reply, for submission next week. Witness thanked and retired.

Dr. G. M. Geldert called, after request by Mr. Ahearn that he be heard, as he required but a very few minutes to make a brief statement, in connection with the use of electrical transcriptions, and the curtailment of hours for their use, by the recently announced regulations of the Commission.

After a brief examination the witness retired.

The Chairman expressed regret that Mr. Bradette, M.P., had been unable to place his submission before the Committee, as he had made quite an effort to be present; but after some discussion it was arranged that another meeting would be held at some hour on Tuesday, for the purpose of hearing him, and probably another meeting on Wednesday.

The Committee adjourned to the call of the Chair.

E. L. MORRIS,  
*Clerk of the Committee.*



## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 268,

May 18th, 1934.

The Select Special Committee on Radio Broadcasting met at 11 o'clock, Mr. Morand, presiding.

The CHAIRMAN: Gentlemen, come to order. Before calling any witnesses, I have some communications here that I think should be made part of the record.

You will recollect the last time that Mr. Buchanan appeared from Moose Jaw he asked to be permitted to submit a brief in respect to the evidence that was given by Colonel Steel on that date. I have the brief here. It is quite lengthy, and if it is agreeable to the committee it will be made part of the record.

*To the Chairman and Members, Special Committee on Radio, House of Commons, Ottawa:*

GENTLEMEN,—This is in rebuttal of the evidence given before your Committee by Lt.-Col. W. A. Steel, technical member of the Canadian Radio Commission, on April 20th in connection with and in reply to the evidence of the writer given on Wednesday, April 11th.

In giving my evidence I tried very hard to deal with the situation from our point of view in a manner to express our sincere convictions and mirror a true cross-section of public opinion in Saskatchewan on the present radio situation, but at the same time give the Commission all due credit for what it has accomplished. It was with regret, therefore, that we found Col. Steel's evidence to be to such a great extent an attack on the bona fides of the Moose Jaw Radio Association and an attempt to justify his own actions towards our people and towards our Station in particular, and with little helpful reference to the complaints of the listener. Col. Steel's evidence has gone on record and, in justice to our own Station and to our citizens, we must now reply to same, and more especially to the report made by Col. Steel to Mr. Finlayson, the Prime Minister's secretary, on November 1st last. In doing the latter we will of necessity have to go into some detail with which we know the Committee will be patient, out of fairness to us.

Dealing now with Col. Steel's submissions.

*Submission 1, Page 264:*

As we intimated in our evidence, we quite appreciate the difficulties under which the Commission is labouring in connection with the wave length situation. The fact remains, however, that an unhappy situation does exist in Saskatchewan and we submit that the selection of wave lengths for this province was largely the cause, was most unfortunate, and was not necessary. We again make the statement that there is grave interference in the province of Saskatchewan, notwithstanding that all theoretical requirements may have been complied with. For instance, CKCK, 500 watts, Regina, 40 miles from Moose Jaw cannot be heard on any average night in Moose Jaw without extreme interference, and further, the majority of sets suffer so much from sideband interference from WOC-WHO, Des Moines, 10 kilocycles from Regina as to make the layman



conclude this station is on the same channel as Regina. According to Col. Steel's statement and theoretical tables, CKCK should be received regularly without interference in Moose Jaw. We reiterate our evidence that theoretical rules and good practical results do not always coincide.

*Submission 2, Page 265:*

Again Col. Steel calls on theoretical tables but later, in giving evidence concerning coverage of CJRM, he has to admit that the coverage of that station is more than province wide with its present power actually considerably under 1,000 watts. What we suggested is three thousand watt stations, one in each of the large centres, which we believe would in practice give the whole province of Saskatchewan reasonably good coverage from three separate modernly equipped stations. Col. Steel has found a channel for a thousand watt licence in Saskatoon and a thousand watt licence at Belle Plaine. Surely he can find another to give each city a decently powered station. Under our suggestion the three cities could be heard satisfactorily over all the intervening spaces with a signal strength equal to that set forth in Submission 1 of Col. Steel, and would normally extend to provincial east and west boundaries where they would be met by CKY and CFCN. They would not need "clear channels."

*Submission 3, Page 266:*

I gladly admit my error in stating that 540 kilocycles is outside the broadcast band. Until recently it was outside the broadcast band and as a result a great number of the receiving sets presently in use in Saskatchewan cannot tune to that wave length. With respect to the evidence of the General Motor Company, this only goes to show the value of a reasonable power and the popularity of the Hockey broadcasts. It was very helpful to those citizens of Saskatchewan and other provinces who could tune in 540 kilocycles to have CJRM carry the General Motors hockey broadcasts last winter, and we believe the letters had little or nothing to do one way or the other with the question of wave lengths or popularity of the Commission. We would remind the Committee that the greatest complaint of our people here is that they cannot get KFYZ at Bismarck, the only daylight National Broadcasting Company station available in Saskatchewan, while CJRM is on the air. May we add a suggestion in connection with this submission of Col. Steel's. As the broadcast band extends now from 540 kilocycles and therefore, as we are led to believe, receiving sets cover this band, why are the ten clear channels below 1500 kilocycles, and not now used by any station in Canada and the United States, not assigned to the Canadian stations so badly in need of better channels? Surely 1590 could be assigned to CJRM and thereby eliminate at once the serious interference to KFYZ experienced by nearly everyone in southern Saskatchewan.

*Submission 4, Page 266:*

We note with interest the objection of Saskatoon to the 540 channel. They exhibited courage enough to get rid of it and possibly that is why they are feeling a little more sympathetic towards the Commission than the southern part of the province who are now having to put up with this interference. With respect to this interference, may we suggest to the Commission that better authorities to consult in this connection are the records of the Department of Marine and we believe, if those records are consulted, the submissions made by us will be found to be correct. Any transmitting amateur, never mind a radio engineer, knows very well that the frequency stability claimed by Col. Steel in this submission for CJRM is an utter impossibility with a modulated self-excited oscillator such as used at present by CJRM. Frequency modulation is sure to occur even at low levels of modulation. Were it not so, the crystal controlled

and other complicated varieties of master oscillator and power amplifier combinations would not be needed to get away from the broad-burping signals emanating from the self-excited transmitter. 10AB, having realized this fact, had already under construction this more up-to-date type transmitter before the Radio Commission got organized and was nearly ready for installation when their regulations were issued.

With regard to the submissions of Col. Steel, starting at the last paragraph on page 267, we will deal with these later in our rebuttal.

*Submission 6, Page 267:*

Unfortunately, at times Col. Steel does not quote in full. The statement I made on page 91 of my evidence was, "from careful inquiries we have made, we believe we are safe in saying that not 10 per cent of the radio listening public in Saskatchewan *make a habit* of tuning in C.R.C. Programs, and thus miss some very good programs."

The basis for this statement was not the poor quality of the C.R.C. programs, but the antagonism which had been engendered by the unsatisfactory wave length situation and the belief of a large section of the listeners-in in Saskatchewan that the Canadian Radio Commission is trying to force the Canadian public to listen to Canadian stations by superimposing wave lengths, thus cutting out American stations. I have before me a letter from the Saskatoon Young Men's Board of Trade in which they state that the questionnaire they sent out was to the northern portion of the province. Their problem in the northern portion is not as acute as ours but, from the information we have at hand, we see no reason at all to alter anything we have said previously. It will be noted that the questionnaire dealt with programs more than wave lengths. Col. Steel's submissions under this heading also go to prove conclusively that a thousand watt station can be heard for all practical purposes in all parts of Saskatchewan.

*Submission 7, Page 270:*

We regret the necessity of answering this submission but feel, in justice to ourselves, we must do so fully and frankly. This report from Col. Steel to the Prime Minister can only be considered as a direct attack on our Association and our bona fides. We wrote Mr. Bennett, asking for an opportunity to correct some of the statements made by Col. Steel and had we been desirous of airing a local situation before the Committee, we could have answered this report when I gave evidence on April 11. We preferred, however, to surmerge our own difficulties and not deal with the report, looking to the larger aspects of the broadcasting situation. Now, however, that it has been brought before this Committee by Col. Steel himself we will have to deal with it.

In fairness to all concerned we believe that for the information of the Committee, the memorandum of Mr. Turnbull, from which the report apparently resulted, should be quoted. Here it is:—

RE RADIO

Here are the reasons why the proposed establishment of a Richardson owned thousand watt transmitter at Belle Plaine is unfair and unwarranted.

1. Southern Saskatchewan district is already served by two five hundred watt stations which has served the district without assistance for a period of years.

2. CHWC and CKCK, Regina, have applied for increased power and been ignored. Why, therefore, should an organization with Winnipeg headquarters be permitted what amounts to a franchise in this district?

3. The establishment of such a station will undoubtedly mean a studio in Regina, and Moose Jaw, common to the same transmitter, with a natural decrease in needed business to the stations now operating in the district.

4. The northern part of the province is inadequately served. A Station erected at Belle Plaine will make four stations within a radius of forty miles in the south. This is obviously unfair to southern Saskatchewan and just as unfair to northern listeners.

5. The erection of such a station, with studios in Regina, will establish three broadcasting stations in Regina, the talent now available will therefore be spread out to three organizations instead of two, with a corresponding loss of the quality of presentations. The operation of Richardson owned stations has not been of a nature that serves the public with complete entertainment, much of their time being devoted to broadcasts of information to Elevator agents and again prices, etc.

6. A station with a full time channel naturally has the advantage over stations that share time. A station with a full time schedule would have an unfair competitive advantage over present Regina stations, as CHWC and CKCK share time on the same channel.

It is unknown to us why our station was dealt with in connection with Mr. Turnbull's memo, but possibly Col. Steel had received some other communication from Mr. Finlayson which, in his judgment, necessitated reference to our station.

In dealing with the report, we feel the best plan would be to give the Committee a history of our relations with the Commission from our point of view, and thus give them a picture from which they can better appreciate the situation taken as a whole and the reasons for the course we have pursued.

For the information of the Committee, the Moose Jaw Amateur Radio Association was formed in 1920, in 1922 its name was changed to the Senior Amateur Radio Association and in 1924 the name was again changed to the Moose Jaw Radio Association, by which name we have been known ever since. The Moose Jaw Amateur Radio Association did not hold an amateur broadcasting licence in 1933 and we are at a loss to know where Colonel Steel gets the warrant to use this name while evidently meaning our Association.

Around the year 1925-26, James Richardson and Sons located a commercial broadcasting station in Moose Jaw. The new station was welcomed by the Moose Jaw Radio Association. A few years later, the Richardson company erected a thousand watt station at Fleming, Sask., just a few miles from the border of Manitoba. This Fleming station, CJRW, and their station at Moose Jaw, CJRM, shared the same wavelength with the result that when their station in Fleming was on the air their station at Moose Jaw could not be on the air. A short time after the opening of this station at Fleming it began to be apparent to the citizens of Moose Jaw that the cream of the radio broadcasting on the Richardson stations was going to Fleming. This is no criticism. It is natural, Fleming being the higher powered station. (The Fleming transmitter is the present CJRM transmitter at Belle Plaine). About this time the writer perused a letter from Mr. D. R. P. Coats, the radio manager of James Richardson and Sons Limited, suggesting that it might be a good idea to make CJRM a phantom station, in other words, close down the transmitter at Moose Jaw and use the transmitter at Fleming to broadcast from Moose Jaw. Feeling that Moose Jaw might come out on the short end of the stick eventually the Moose Jaw Radio Association, with its amateur station 10AB, took upon themselves the duty of endeavouring to give to Moose Jaw and its area the broadcasting which was going to Fleming. To do this 25 watts power was not sufficient and I am informed by members of the Executive at that time, appli-



cation was made to the Department of Marine, on November 27, 1928, for an increase in power to 500 watts. The Department advised they were not prepared to grant an increase of power at that time, nor consider the matter until the Aird report had been considered and something more definite known as to the future of broadcasting in Canada. We felt, in justice to Moose Jaw and southwestern Saskatchewan, that they should have the best service we could give them. Our transmitter was capable of considerably more power than 25 watts and we used the increased power with the full knowledge of the Department of Marine, who evidently used good, common sense considering what they felt to be in the best interests of the listeners, because they did not object to our doing so.

Very shortly after the Commission was formed our then President, Mr. A. J. Wickens, K.C., wrote to Mr. Charlesworth as follows:

OCTOBER 29, 1932.

DEAR SIR,—Reading in the press that you are arranging to make a tour of western Canada and in that tour to inspect all the present radio stations, it occurred to me as president of the Moose Jaw Radio Association that it would be a very nice thing indeed if you could make your stay in Moose Jaw long enough to be the guests of the Association at a public banquet, and also be the guests of the writer at an informal luncheon or dinner at his residence, as would suit your convenience.

The Radio Branch, Ottawa, can give you a lot of information about the Association of which I have the honour to be president.

I assure you we will be only too glad to place ourselves at your disposal during your visit here. I believe you will be agreeably surprised at the work this Association has done in this city, and I have no doubt you will be glad to avail yourself of our service in connection with the discharge of your duties in a national way. For years we have pioneered in the better class of broadcasting, and regard your tour of inspection as a fitting opportunity to awaken public interest in the work you are undertaking and which we have been carrying on in our own small way for so many years. We are the owners of amateur station 10AB and we are quite proud of our record, and I believe this pride is shared to an extent by the officials of the Radio Branch at Ottawa.

No doubt you will be in Ottawa before you commence your tour, and I would be glad if you would call on Mr. Beynon, the Member from Moose Jaw, and have a talk with him before deciding on your plans covering your visit to Saskatchewan.

I would be glad to hear from you as soon as possible.

I should add that the chain broadcasts of the Canadian Pacific Railway Company and of the Saskatchewan Government Correspondence School have been broadcast since the commencement in both cases over our station, and naturally we are very anxious that we should continue this service to the Radio Commission. 10AB would furnish the facilities of its station, operators and announcers, free to the Canadian Commission with one reservation, and that is if you required us during the daylight hours it might be necessary on some occasions to compensate the operator for his loss of time where he had to leave his work to man the station, and on occasions of that kind we would ask the Commission to pay that compensation, otherwise the service of the station would be free.

We have in the City of Moose Jaw many very active musical and artistic agencies and in fact pride ourselves on being amongst the leaders at least in western Canada in this respect, and I urge it upon your consideration, Mr. Charlesworth, that you investigate when here the advisability of originating programs at this point occasionally, and direct

to the attention of Colonel Steel, your technical director, the technical advantages of this city from a broadcasting viewpoint. We can show you where our amateur station has covered the whole American continent on many occasions, and we are prepared to increase our power very substantially if the Commission, after it has decided on its course of action, is disposed to authorize it.

We waited until January 14th for further word from the Commission and then felt we should write Mr. Charlesworth again and we did so, addressing him as Chairman of the Canadian Radio Broadcasting Commission. In that letter we referred to the letter of Mr. Wickens as above set out and also notified Mr. Charlesworth that we were broadcasting on a greater power than 25 watts and advised him that we wanted a commercial licence of 500 watts, and the reasons for it. A copy of this letter was sent to the Department of Marine, who were then acting in charge of licences, and they replied, treating our letter as an application for a power of 500 watts.

On January 19th Mr. Charlesworth was good enough to acknowledge my letter of January 14th and state that he was putting the information on file. Hearing no further concerning the matter, we wrote our federal member, Mr. Beynon, asking him if he would be good enough, in his personal capacity, to take the matter up for us with the Commission and enclosing a copy of our letter of January 14th to Mr. Charlesworth. Having heard nothing further, we sent out some telegrams the beginning of March. Mr. Beynon spent a great deal of time on the question. We had made an application for 500 watts and we naturally concluded that the Commission were dealing with our application on that basis. The beginning of April a licence was granted to us, greatly to our pleasure, assuming as we did that it would be a 500 watt licence. To our great surprise we found it was only for 25 watts. On receiving this information from the Department of Marine I wrote Mr. J. C. Stephen, the radio inspector at Moose Jaw, on April 8th as follows:

I received a letter from Mr. Pottle this morning advising that effective April 16th at 6.00 a.m. our station is to be transferred to the commercial class, remaining on the same frequency and power.

Our application in this connection was for a considerably higher power in order that we might have at least as good a range as our neighbour station CJRM. I assume, however, that this question has not been definitely decided and will be open for future consideration.

You will understand, of course, the object of our wanting to raise our power, namely that in order to give the best service we must have a range of distance for broadcasting approximately equal to CJRM or greater.

I assume also that we will be advised in due course concerning commercial call letters.

On April 13th I wrote Mr. Stephen, enclosing our formal application on Form W 4C for 400 watts, the change in our application for power from 500 watts being by reason of the fact that the new transmitter we had in process of construction was capable of this power with very little alteration and additional expense, and we believed that, temporarily at least, we could get along with this power, having in mind the objective of a considerably higher power later necessary to serve our district. Reference to the files of the Department of Marine will substantiate our statements in this connection and, so far as we knew or had been advised at that time, they were the people to whom we had to make our formal application.

Nothing of importance happened further in our negotiations with the Commission until the middle of May when an article appeared in the paper

which indicated the intention of the Commission to erect a high powered station in Saskatchewan. This created a furore in Moose Jaw and our executive met on May 18th and passed the following resolution:

That in the opinion of this association the proposal of the Canadian Radio Commission to erect a high powered broadcasting station in Saskatchewan involves the elimination of local broadcasting stations, submitting the public to a government monopoly of broadcasting and programs in Canada centrally controlled.

We believe that such policy is contrary to the wishes of the public and protest most vigorously against the same.

In our opinion the proposed expenditure of public money is entirely unwarranted and will tend to destroy rather than improve the value of radio.

We believe that the public favour government control of radio broadcasting and provision of a number of national programs but not government monopoly thereof and that until the wishes of the public has been ascertained no steps should be taken towards the creation of such a monopoly.

We believe further that in fairness to the public and the privately owned broadcasting stations this question should be enquired into and decided at once and we urge our government to act accordingly.

This resolution was forwarded to the Prime Minister, the Leader of the Opposition, and to the Commission. Resolutions were likewise forwarded by other organizations in the city of Moose Jaw, vigorously protesting.

At this time we entered into some correspondence with James Richardson and Sons Limited radio department, suggesting the assistance of their stations in fighting the proposed Commission monopoly. In our first letter we suggested also that we might co-operate together to the end that they might be able to get a full time channel on their Fleming station and at the same time be losing none of the value and be rid of the considerable expense of their station here by combining the equipment of the two Moose Jaw stations, 10AB and CJRM, we to have the use of their studios and do their grain broadcasts for them free. This was the only time we ever suggested to Richardson's taking over their station until towards fall when we were under the impression that we were co-operating both with the Commission and with Richardson's in so doing. The circumstances of the second offer will be explained later.

Mr. Coats, the broadcasting manager of James Richardson and Sons Limited, did not appear to view our proposals favourably and told us in effect that his company would feel relieved of certain obligations to Moose Jaw if we commercialized. Wishing to co-operate with the Richardson stations and work in the interests of our city, we did not then commercialize although we went ahead with our application for a commercial licence in order to get a higher power.

We are digressing here for a moment to deal specifically with Col. Steel's statement towards the top of page 268 that a letter from Mr. Wickens, which he quoted in part, was the first intimation that the Commission had that our station had for some time previously not been living up to our licensed power. The letter of Mr. Wickens, which Col. Steel quoted, was dated June 5th, 1933. On May 18th, 1933, Mr. Wickens wrote Mr. Charlesworth in connection with the situation which had arisen by reason of the newspaper article re the high powered station hereinbefore mentioned, advising that he was resigning as President of the Moose Jaw Radio Association in order that he might be free



and independent in his views on matters relating to this national question. In that letter Mr. Wickens stated:

Here I feel the duty to inform you that whilst operating on an amateur licence permitting 25 watts only, we have in fact, as the correspondence files of the Department will show, been operating at between 200 and 250 watts and without complaint.

On January 14th, 1933, I advised the Commission, as stated above, that we were operating on a greater power than 25 watts, with some of the reasons. Mr. Wickens in his letter to Mr. Charlesworth of October 18th, 1932, referred the Commission to the Department for information concerning our station. The Department had information on file concerning our use of additional power. Our transmitter was always open to inspection.

We would comment also in this connection that both Mr. Wickens and Col. Steel were somewhat in error in stating that we were operating on over 200 watts. Our old transmitter, a self-excited affair, never had an input in excess of 200 watts and consequently, if rated in accordance with Commission regulations, would have an output of 100 watts nominally. I think our record will show that we are not in the habit of hiding our light under a bushel. The Department and the Commission had both been advised at the earliest possible moment of our actions in this respect.

On May 22nd we wired Mr. Beynon as follows:

Neither Commission nor Department have acknowledged our application for commercial licence nor advised proposed disposition stop. We will not accept 25 watts power and desire to know what commission proposes to grant so matter can be discussed Board of Trade meeting five this afternoon. Thanks.

Mr. Beynon replied on May 25th, advising that he had interviewed the Radio Commission and they stated that they could not increase the power of 10AB beyond 100 watts and that, even in that case, it would be necessary to move the station outside the residential section of the city and install equipment to comply with the regulations. On June 14th we wrote Mr. Charlesworth as follows:

I note with pleasure the news this afternoon that you are leaving on the 23rd for a tour of the West. May we take this opportunity of again extending to you and your Party a most cordial invitation to be our guests while you are in Moose Jaw. We are especially desirous of having the pleasure of entertaining yourself and Party at an informal luncheon or dinner function.

By reason of the Writer's illness and Mr. Beynon's absence from the City, we have not had a final report from him on his conversations with you and the other Members of the Commission in connection with our Application for a Commercial Licence of sufficient power to serve the districts tributary to this City. Mr. Beynon is presently out of the city but we will undoubtedly be in touch with him before you arrive here, and be able to intelligently discuss the local situation with you when you are in Moose Jaw.

We believe the Radio situation in South-Western Saskatchewan to be especially deserving of study by the Commission, and as Moose Jaw is the logical and actual centre for this large territory, we hope indeed you will be able to arrange for a reasonably long stay in the City.

As soon as you can give us an idea of when you may be in Moose Jaw, we would appreciate greatly your advising us.

At this time, while our station was permitted to be on the air at any time, under a gentleman's agreement with CJRM we did not broadcast simultaneously

with our neighbour station. It was the thought of the majority of our Executive at that time that Moose Jaw could best be served by having both our stations on one wave length and a questionnaire was sent out over the air asking our listeners' attitude in this connection. As a result of this questionnaire, some of our friends got up a petition, and we believe in this petition the Commission was asked to put both stations on th one wave length.

A few days before Mr. Charlesworth's visit at the end of June, Mr. Coats, radio manager of the Richardson stations, appeared before our Executive, reiterated his belief on the unwiseness of us commercializing, and intimated to us that he was not particularly anxious that his station here should be paid for Commission programs carried and suggested to us that we apply for a grant or a payment from the Commission to enable us to carry on as an amateur station. He also concurred in the idea of the majority of the Executive that it would be a good thing to place the two stations on the same wave length, stating at the same time that he had seen Mr. Charlesworth in Winnipeg and did not believe that very strict technical regulations were going to be enforced with respect to local stations.

On Mr. Charlesworth's visit to Moose Jaw we made quite a lengthy submission to him, setting out the situation in Saskatchewan as we saw it, and which submission is available in our file now in possession of members of your Committee and we would respectfully ask that the submission be read to the Committee and our file be included in the evidence before the Committee. A large portion of the paragraph on sharing of wavelengths in that submission was actually dictated by Mr. Coats. The paragraph dealing with our application for a grant was also concurred in by Mr. Coats.

I might say, too, that at no time during our discussion with Mr. Charlesworth was the question of amalgamation with the Richardson station discussed, unless it was to tell him that we had made overtures to Mr. Coats in May which had been rejected, and we did not intend to do so again.

During Mr. Charlesworth's visit to Moose Jaw, he was asked if he would like to make a statement on the air, which he did from the residence of A. J. Wickens, K.C., in the presence of a representative group of business and professional men of this city, only a few of whom were actively connected with the station, in which statement Mr. Charlesworth was kind enough to state to the listening public that from what he had seen and learned in Moose Jaw, he was satisfied that through the activities of the Moose Jaw Radio Association the citizens of this city and district and southwestern Saskatchewan generally, were better served in the matter of radio and has a better appreciation of its value than any other district, not only in Canada, but in the great republic to the south of us.

It will be appreciated that during all this time we had been operating without any revenue either from donations or memberships as we naturally wanted to know where we were at before looking to the future financing of the station. Not having heard anything further in connection with our licence, and wishing to have the matters dealt with in our submission to Mr. Charlesworth attended to as soon as possible, we wrote him on July 14, urging on him the necessity of dealing with the question of remuneration or grant as soon as possible.

On July 18 we wrote the letter to the Department quoted by Col. Steel on page 268, rejecting the licence of 25 watts. Col. Steel says in connection with this letter:—

This was the first actual application for an increase in power ever received in writing from the Moose Jaw Radio Association.

We would refer the Committee to our letters to the Department which we understand were turned over to the Commission, and our letter to Mr. Charlesworth of January 14, all hereinbefore mentioned and all making application for an increase of power.

The beginning of August we had the pleasure of a call from Mr. E. L. Bushnell and arranged with him for a broadcast on the Commission chain. We felt that, in keeping with our understanding with Mr. Coats, his company was not particularly anxious to be paid by the Commission for their station here and that we would originate the program and get the remuneration therefor. We had done all the work in connection with it and then found to our discomfort that the program was to be originated by the other station.

We next had the pleasure of a visit from Mr. Maher and went again into the situation in southern Saskatchewan quite thoroughly. I am sure Mr. Maher will bear us out that the discussion canvassed the possibility of CJRW (Fleming) being given full time wavelength and our station made Commission basic station. I might say at this juncture that when Mr. Charlesworth visited us we were so impressed with his sincerity that a lot of the misgivings we had before that disappeared and we agreed to accept 100 watts power temporarily until a better solution could be worked out. Mr. Maher's visit served to increase in our minds the impression of honesty of purpose and integrity on the part of the Commission and our desire to co-operate with them.

Mr. Maher was to call at Moose Jaw on his return trip from the coast. We prepared a submission to put before him on his return, along the lines we had discussed. Mr. Maher was unfortunately ill and could not come to see us. Mr. Bushnell, however, came in his place and from Mr. Bushnell came the suggestion that we offer to do Richardson's broadcasting. I will say that Mr. Bushnell made it quite clear to us that this was unofficial. We pointed out to Mr. Bushnell that we had made overtures once and we were not prepared to do so directly again but we would be glad to do so through the Commission. We wrote Mr. Maher in consequence on September 7. We would request that both our submission to Mr. Maher on September 2 and our letter of September 7 be read to the Committee, which will establish our bona fides and our belief that we were acting in the best interests of our citizens and in accordance with the wishes of the Canadian Radio Commission. Shortly after this the writer was in Ottawa and had a long talk with Mr. Charlesworth and a short one with Col. Steel. My interview was on September 25. Believing that we were acting in accordance with the wishes of the Commission and would be given the basic station appointment we wired the Canadian Radio Commission on October 2 as follows:—

Following Buchanan's conversation with Commission last Monday, Richardson's have not replied to our offer of co-operation. Kindly take this as our application for appointment Commission station Moose Jaw and South-Western Saskatchewan-100 watt power on present channel, and right to broadcast full time.

On October 3rd the Commission wired us as follows:—

Number 734 stop Commission prepared grant you one hundred watts power full time on present channel when new licences are issued November first stop Richardsons have advised Commission not prepared accept your offer stop Question of basic station in Moose Jaw cannot be decided at present.

It was in reply to this wire of the Commission's that we wrote Col. Steel a letter which he quoted in part to go to show that we were satisfied and were installing new equipment. You will appreciate I am sure that this letter of ours was



written in the belief that we were to be made the Commission basic station. At no time, however, did we contemplate anything but a fair division of programs with CJRM, if they decided to remain in Moose Jaw.

Towards the end of October we began to hear rumours which disturbed us considerably and we sought to bring the matter to a head by holding a meeting of our Association and deciding to commercialize activity. Up to this time we had not taken commercial programs, with the exception of originating a weekly program for the Commission and one isolated program for the provincial authorities.

Word had just time to reach Ottawa of our decision when we received the following letter from Col. Steel:—

The Broadcasting Commission has recommended to the Minister of Marine the granting of a 100-watt commercial licence of 1200 Kilocycles for your Association. Instructions with regard to this matter will reach you from the Department of Marine. It is, of course, distinctly understood that you will install a thoroughly up-to-date transmitter which will meet in every respect the regulations of the Commission.

The Commission has also considered the question of the basic station to be used in the Moose Jaw area. In conformity with our policy in all other centres in Canada, we are furnishing our programs to one station only in a given area, and this station is the highest power station available to the Commission. In this way we are in a position to serve the largest number of listeners. For this reason it is not possible for the Commission to consider your station as the basic station for the Moose Jaw area.

We thank you for your co-operation in the past, and trust that your future operations will be entirely successful.

You can appreciate the shock of this letter to our Association, after the co-operation we had given the Commission. Why were we not given an opportunity to raise our power to comply with alleged rules of the Commission, which we learned of for the first time from Col. Steel's letter of November 2nd? It will be noted that Col. Steel himself intimates, in his memo to the Prime Minister, that negotiations with Richardson's were being carried on at the very time the Commission were encouraging us to the belief that we might be basic station, and they knew what Richardson's were going to do when they wired us that the question of the basic station could not then be decided. We then went off the air, feeling that our station had received pretty shabby treatment at the hands of a body with whom we had been so honest in our dealings, honest to the point of very often submerging our own interests in an endeavour to co-operate with them.

It will be noted in this report of Col. Steel's his statement in the third paragraph thereof that in March, 1933, Mr. Beynon approached the Commission with a request that our station be allowed to take out a Commercial licence using its existing channel with no increase in power, and the evidence he gave at the top of page 277 under questioning from Mr. Beynon puts a different light on the matter.

#### SUMMING UP

It will also be noted from our statement as above set out:—

(1) That we did not point out to Mr. Charlesworth, as alleged by Col. Steel, that we were attempting to combine our station with the Richardson station. All we did was offer a suggestion of co-operation to Richardson's in May, which they were not prepared to accept. We did not renew it again until after Mr. Bushnell's visit in September.

(2) An entirely different angle to many of our dealings with the Commission than indicated in Col. Steel's report and refutation of many of Col. Steel's statements in his account of the relations between us.

We would ask that this explanation be taken in conjunction with our file and all correspondence carefully read to bear out our bona fides.

Finally, still dealing with Col. Steel's report to the Prime Minister, we would like to comment on two particular clauses of this report.

*Clause 1.*—Col. Steel, in dealing with the other stations besides our own in southern Saskatchewan, calls them "so-called 500 watt" and brands them as "all out of date," etc. How, then, does CJRM now comply with the regulations when it is in all essentials the same type transmitter as those he mentions as "out of date"?

*Clause 6.*—The capability of a receiving set to separate stations depends upon, among other things, the strength of the desired and interfering signals. Elsewhere in his evidence Col. Steel states in connection with CJRM and Bismarck that 10 kilocycles separation is sufficient to ensure satisfactory reception in Saskatchewan of either station, and also is standard American practice. Yet he is here admitting serious enough interference between CJRM and CFQC, Saskatoon, to require attention and is the excuse offered for the move from 880 to 540 kilocycles of CJRM. Furthermore, the power of CFQC and CJRM was equal at 500 watts and on taking on the 540 channel CJRM is to double its power, yet we are to believe it will cause less interference.

We are sorry indeed to have to bother the Committee with this long explanation and introduce collateral issues, but we could see no other way to get the facts over necessary to justify our actions.

*Submission 8, Page 273:*

I did not say that our studio equipment was very much superior to that used by James Richardson and Sons in their Moose Jaw studio, but what I did say was that our equipment for originating Commission programs was superior to theirs. In making this statement we are not deprecating the equipment of CJRM nor unduly praising our own. At the present time we have equipment which is superior to theirs for originating programs and I believe they will be the first to admit it. The fact that at the time Col. Steel gave his evidence the Regional Program Director in Western Canada, Mr. H. Stovin, had decided to give to this station the originating of the regular weekly program from this city, which theretofore had been originated by our neighbour station, will bear out our assertion in this respect. It is true our studios are small. We realize this ourselves and hope soon to have better accommodation.

I would like to make special reference to one statement made by Col. Steel in this submission. Col. Steel states:—

We have been repeatedly informed by artists performing in the two studios that they preferred those of CJRM because of their large area and better acoustical properties.

While realizing that the area of CJRM's studios are greater than our own present lay out, we frankly cannot credit this statement and in fairness to ourselves and to our artists Col. Steel, we submit, should either substantiate the statement or withdraw it. We believe the Commission have on file communications from the Musicians' Union at Moose Jaw, stating preferences for our station.

*Submission 9, Page 273:*

We feel that the use of records is a matter in which some discretion should be exercised, taking into consideration the locality of the station and the availability of live programs. It was through no neglect on our part that we did not make any application under the rules until March 3rd, as we understood from both the Chairman of the Commission and Mr. Maher that we would be allowed to play records with discretion. Our application to the Commission of March 3rd read as follows:—

Rule 97 of the Rules and Regulations of the Canadian Radio Broadcasting Commission provides that written application should be made to the Commission to sanction the hours within which recorded programs may be broadcast.

We have never made written application for this purpose in view of the verbal assurance from members of the Commission that it would be in order for us to broadcast records and the continued negotiations which we have been carrying on with the Commission, in connection with basic station, etc. The Radio Inspector here is now after us to know if we have received written permission to broadcast records after 7.30 P.M.

In order to have the matter dealt with in accordance with the Rules, we would hereby respectfully request permission to broadcast recorded programs at any time, either before or after 7.30 P.M. in view of the fact that we are not presently permitted to broadcast Commission programs and the difficulty of obtaining talent to fill in evening schedules without the assistance of some recorded programs.

There are probably some other Provisions in the Rules which have not formally been dealt with in writing between us. If there are any of the Rules we should formally communicate with you about, and which we have not already written you concerning, we would appreciate very much your advising us and you will get our immediate co-operation.

We trust this will be agreeable to the Commission and we will be glad to hear from you at your earliest convenience.

We believe we are one of the few stations who have as yet applied to the Commission under Rule 97, and we felt the Commission would give us credit for being able to use some discretion in the matter of playing records in the evening. We never at any time had any intention of putting on continuous recorded programs in the evening. All we wanted the permission for was to be able to fill in programs and also to broadcast regularly the records of Mr. A. J. Wickens, mentioned in my evidence and which broadcasts are very popular. Mr. Charlesworth gave Mr. Wickens permission to broadcast these records. Mr. Wickens is a practising lawyer and it is obvious that a refusal to permit us to play any records after 5.30 p.m. cuts his records off entirely. In his letter to us Col. Steel made no mention of allowing the use of records or transcriptions for short fill-ins between live programs or for effects in connection with live programs.

*Submission 10, Page 273:*

Col. Steel is again taking short excerpts out of letters and submissions and not giving the full continuity. We would request that our submission to Mr. Maher on September 2 be read in its entirety to the Committee and cognizance taken of the surrounding circumstances. We make no apology for asking the Commission to co-operate with a station such as ours in the matter of providing programs and paying for them. We believe the Act contemplated just such co-operation.



As to Col. Steel's statement that station CHAB has been treated in exactly the same way as all small stations have been treated, we leave the Committee to judge as to that by the evidence already submitted.

CHAB is a small station simply because the Commission insisted on its so being, and surely should not now incur the censure, if not contempt, of the Commission by reason thereof.

*Submission 11, Page 274:*

Whatever effect it may have on our station, we still submit that one of the great handicaps the Commission is facing is that there is little choice of Canadian programs. A set up such as we suggest of three thousand watt stations in the three principal cities, with the Commission programs divided among them, would solve this situation. Our evidence in this respect was prompted by the belief that we were being discriminated against in that the Commission would grant us no programs whatsoever and at the same time permit the Regina stations, which by his own admission are "so called 500 watt" and cannot give the service which is normally given by a modern 100 watt plant, to broadcast simultaneously with CJRM.

*Submissions 12 and 13, Page 274:*

The statement I made was:—

We asked the Commission for a 1,200 wave length, which they were good enough to give us. At that time we could be heard in a reasonable area. They go and pile Saskatoon on top of us, and then Prince Albert, and now our area is very circumscribed. From the point of view of value to advertisers, it is not very good. The overhead is not so very much smaller than the overhead of a thousand watt station.

While we got into Prince Albert fairly well before the change of wave length, and into Saskatoon reasonably well, we now do not get into either city and with the granting of a thousand watt station to Saskatoon on 1,230 kilocycles, our area will be further circumscribed. Surely some other wave lengths could be reasonably found that would not choke us out from these cities. Our statement, however, was not comparing CHAB, CKBI, but rather CFQC, CKBI, and CFQC, CHAB. The intervening territory has to be considered in these remarks as much as the cities concerned. It was unfortunate when visiting other stations in Saskatchewan a short time ago, Col. Steel did not visit ours and find out for himself what we had in the way of equipment since he remarks on our shortcomings in that respect.

In connection with the difference in cost of operation between a hundred and a thousand watt station, the difference is mainly power cost and tube replacements plus interest on investment and obsolescence—little additional staff is required for the higher power for a similar schedule. Taking into consideration the larger practical area covered, the operating charges are not greatly different.

*Submission 14, Page 274:*

We want a thousand watt station to cover our district, which extends 200 miles to the southwest. Moose Jaw is entitled to such a station, owned and operated by its citizens. If there are not sufficient channels, provision should be made for more. A thousand watt channel does not have to be a clear channel. A hundred watt local station in the East may cover the district tributary to a city, but will not in the West, and if we cannot cover our area we are not serving it.

*Submission 15, Page 275:*

We have already answered this submission.

*Submission 16, Page 275:*

I have carefully read my evidence in respect to Mr. McLaughlin and, while I can see no reflection in that evidence on Mr. McLaughlin, I am only too glad to withdraw it because I do not want any suspicion whatsoever of a reflection to rest on Mr. McLaughlin. I am sure the Committee will not consider my statements to be a reflection. With respect to Col. Steel's attempt to justify the wavelength situation between KFYZ and CJRM by referring to the Federal Radio Commission at Washington, I would suggest that the records of the Department of Marine in this respect be inspected. They have better opportunities for judging this than the Federal Commission at Washington.

With respect to Col. Steel's assurance that he checked the frequencies of both stations when he made the tests in Regina and found that they were as they should be, namely at 540 and 550 kilocycles, by what method did Col. Steel determine the frequency of CJRM and KFYZ? Surely not by an ordinary receiving set? Frequency modulation is not only possible but it is also a fact. (See Submission 4 of Col. Steel's evidence). Col. Steel cannot dispose of this point by one United States Federal Commission frequency check. The listener knows different (see letter dated April 5th filed in my evidence from S. H. Coulthard, 151 Coteau Street East, Moose Jaw) and we would not be surprised if the Department of Marine Inspector's reports at Ottawa would bear out our statement.

In this submission Col. Steel also refers to a letter received by the Commission from myself, dated October 18, 1933. This letter was not written to the Commission but was headed "Personal and Confidential" and written to Mr. Hector Charlesworth, Chairman of the Canadian Radio Commission, Ottawa, Canada, and the first paragraph is as follows:

In view of the uproar that is being encouraged by those opposed to the Commission in connection with the recent change in wavelength of CJRM, I am asking the liberty of writing you for the private information of yourself, Mr. Maher and Col. Steel.

Then follows the quotation by Col. Steel, which we are also going to quote because his quotation is not in full:

I enclose herewith clippings from last night's Times and this morning's Regina Leader, which will be self-explanatory. The Editor of the Moose Jaw Times has always been very fair to the Commission but he is rather up in the air now chiefly owing to the fact that he is unable to get his Damrosch programs and the Rugby finals. On my own set and on Mr. Jacobson's we can generally get KFYZ with just a slight undertone from CJRM, but a great many of the sets, however, are not so fine tuning, and of course, these people are right up in the air because KFYZ is the only American station they can get during the daytime. A good deal of the agitation, however, is being fomented by interests opposed to the Commission and those of us who have been endeavouring to popularize the Commission out here would be glad if there was some way of giving publicity to the other side of the story.

That letter was only written to Mr. Charlesworth in an honest endeavour, and a sincere one, to save the Commission from making what I personally felt to be a serious blunder. Being personal and confidential, it was not couched in such precise language as one would write a business letter.

*Submission 17, page 275:*

Colonel Steel alleges that I stated station CJRM is not equipped with the necessary measuring equipment. I did not mean to so state. The evidence at the bottom of page 120, to which Colonel Steel refers, must be the question by Mr. Wright and the question by Mr. Beynon. Mr. Wright asked me: "Do not all the

stations out there have a monitoring unit?" My answer was: "You mean crystal control? No, we have not got it." Mr. Beynon then asked me: "Has CJRM?" I answered, "No," and then followed with the reason why we did not have crystal control. My reference was to the crystal control on the transmitter and not to the measuring unit. I understood Mr. Wright to mean by a monitoring unit the crystal control and my answer referred to CJRM's transmitter not having a crystal control. My lack of technical knowledge caused this misunderstanding and I apologize for the statement. We must contradict Colonel Steel, however, when he states that "The frequency monitor and modulation meter were installed at the time the station (CJRM) was moved to Belle Plaine and have been in operation ever since." The frequency monitor was not installed until shortly before Colonel Steel's visit to the West recently. The date could undoubtedly be obtained from the Radio Inspector's office.

We would like to comment that, while "Crystal Control" is not definitely specified in the Commission rules and regulations, the several paragraphs dealing with frequency stability automatically maintained and minimum percentage of modulation required is not obtainable by any other means and no manufacturer quotes on other type than Crystal Controlled Transmitters and guarantees performance required in paragraphs 60, 67, 103, and 106 of the Commission Rules and Regulations.

*Submission 18, page 276:*

I am pleased to note Colonel Steel's explanation of our not getting the Sunday afternoon Philharmonic program. We naturally assumed that the Commission would have knowledge that the Philharmonic programs were not going over CJRM because we told them so on December 13th, stating that CJRM did not broadcast Commission programs from noon until 3 p.m. Sunday afternoon. The C.R.C.'s weekly schedules of programs, which are supposed to include all stations taking each Commission program, had not for some time previous, if ever, listed CJRM as carrying this particular program. We could only assume, therefore, that the C.R.C. had knowledge of the matter.

*Submission 19, page 276:*

I did not state that the Commission unofficially offered to make CHAB the basic station if we would install new equipment and take over broadcasting from Messrs. James Richardson and Sons. What I did say was:

In the summer it was unofficially suggested to us that it would assist the commission if we would make our application for 100 watts power, install new factory-built equipment, and offer to do Mr. Richardson's broadcasting for him.

This suggestion was made, as noted hereinbefore, by Mr. Bushnell and any statement we made to the Commission with respect to taking over broadcasting with Messrs. James Richardson and Sons was made after the suggestion by Mr. Bushnell. The question of basic station was discussed with Mr. Maher when he came through Moose Jaw on his way to the coast in August, and our submission on September 2nd was a direct result of that conversation.

With regard to my visit to Ottawa, I have mentioned this visit previously in my rebuttal, but would like to say here that I was first received by Mr. Charlesworth. I had a long chat with him and a very satisfactory chat, as I believed. Colonel Steel came in later and I do not remember any particular difficulties being discussed in the way of giving us the basic station other than the difficulty the Richardson station presented but, as I was going on the assumption that the Commission were negotiating with Richardson's to either raise the power of the Fleming station or have a higher powered station in



Brandon, this difficulty did not loom large in my mind. I tell this Committee in all truthfulness that the impression I received from the two conversations with Mr. Charlesworth and Colonel Steel during my visit to Ottawa was that we were going to be made the basic station, and our subsequent actions were dictated in this belief. So strong was my impression in this respect that I wired my colleagues in Moose Jaw right after the interview that, in my belief, we would probably get the basic station appointment.

*Submission 20, Page 276:*

From the submissions we have made, it will be apparent that from the very first we have consistently asked for a higher power to serve our area and any temporary changes in our attitude have been directly attributable to Col. Steel's actions. First he says we can't have more than 25 watts power, then he says we can't have more than 100 and finally, when we are committed to a request for a hundred watts in the belief that no station will be granted a greater power at the present time, he gives our neighbour station a thousand watts power without notification to us or giving us, the community owned and controlled station in Moose Jaw, any opportunity to raise our power, although he well knew it was our desire to do so.

With regard to the petition mentioned by Col. Steel, and my treatment of it during my interview with the Chairman and Col. Steel in September, Col. Steel has not taken the time to give you the correct setting of the statements which were allegedly made by me in this connection. I was questioned by both the Chairman and Col. Steel on our change in attitude from wishing a shared channel with CJRM to asking for a full time channel of our own. I did my best, without bringing in too many collateral issues, to convince the Chairman and Col. Steel of the soundness of our reasons for changing our attitude in this respect.

I was asked by either the Chairman or Col. Steel what was to happen to the petition requesting that both stations should be on the same channel. I replied to the effect that I was sure our people would trust the Moose Jaw Radio Association to act for the best interests of the city of Moose Jaw and southern Saskatchewan and that if, in our opinion, it was desirable that our station should have a full time channel, I believed our people would readily acquiesce in our judgment.

With respect to the last paragraph of Col. Steel's statements in this submission, our files will show that we realized from the first the necessity of having a higher powered station to insure the necessary coverage of our area, and wanted that higher power. Instead of granting us the higher power, and we labour this point, they tell us we can't have it and then directly thereafter grant a higher power to our neighbour station.

*Submission 20A, Page 278:*

Our files will again show our bona fides in this respect. So far as financing is concerned, and very much has been made of this by the Commission for what reason we do not know, the Moose Jaw Radio Association has been in existence now for over twelve years, has built up a station having, as noted before, among the best, if not the best, and most modern equipment presently in operation outside of CKBI, in Saskatchewan, and has paid one hundred cents on the dollar for every obligation it has incurred. Besides that, we have spent thousands of dollars on various community enterprises, such for instance as equipping our General Hospital here with radio head phones and other equipment at a cost of over \$2,000 in actual disbursement, most of the labour having been done without charge by our members.

In view of these facts it is hard to understand anyone questioning our ability to finance equipment in the future. All we ask is a clear cut and business-like statement from the Commission. If they don't want us on the air, tell us to get off. If they do, co-operate with us, letting us know where we are at with the Commission, in order that we may put up a reasonable proposition to our citizens to enable us to finance new equipment.

We very naturally wanted to receive such remuneration from the Commission as would be fair and equitable for services we might render them. For months we rendered them services which they could not duplicate here in Moose Jaw and for which we received not one penny. We felt we were entitled to financial consideration from the Commission and, in our opinion, should have received it.

*Submission 21, Page 278:*

If Col. Steel's statement is true, then CJRM, the highest powered station in Saskatchewan, should now be the basic station not only for Moose Jaw but for Regina, as its transmitter is only about six miles further from Regina than from Moose Jaw. The two Regina stations, however, still appear to be paid basic stations and CJRM taking the Commission programs without remuneration. Col. Steel must, therefore, be in error in his remarks.

The question Mr. Garland asked me, to which Col. Steel evidently refers in this submission, was: "That does not quite explain it, especially when there was a station of such long standing there. There must have been some other reason why they did not take your station in preference to it?" (CJRM). My answer was: "That is what we want to know, gentlemen, what was the reason." The reason remains still a mystery, because it will be shown from our files that we were not only willing but eager to raise our power to meet any reasonable demand of the Commission in order that we might serve our area, continuing the traditions of service of the Moose Jaw Radio Association, but were not only never given an opportunity but the first intimation we had of their "largest station" rule was in Col. Steel's letter of November 2nd, after the other stations power had been raised.

With respect to the portion of my letter dated October 6th, which Col. Steel quotes, what I said was perfectly true at that time, so far as we knew. Our awakening, so far as the Commission's attitude towards us was concerned, had yet to come. We had been endeavouring in every way to popularize the Commission and co-operate with it. We are still willing to do so, but you will surely agree that we have good reasons for being not quite so trustful as before last November.

We realize that this rebuttal has been very long and undoubtedly tedious. Even at that, it has not been able to do justice to our case and the only way that a measure of justice can be done is to take our rebuttal in close conjunction with the information revealed from our files and we feel sure, in fairness to this station, that the Committee will take the time to do so. We are sorry indeed that the evidence of the writer on April 11th has developed, by reason of Col. Steel's attack on our station, so largely into a dispute between our station and Col. Steel. As I said in my evidence, the people of Canada are looking to the Committee to get to the bottom of this radio situation and to do justice to the listener, as well as to the broadcasting stations. On our part, we are going to continue in our efforts for a higher power to serve our people and our territory and we hope the findings of the Committee will assist us to do so.

The thing we want you gentlemen to appreciate is the fact that CHAB and its predecessor, 10AB, for years have done for Moose Jaw and a large portion of Saskatchewan, so many of the very things that the Commission was appointed

to do for Canada as a whole, and surely, if there was any station in the whole broad expanse of Canada with which the Radio Commission should have been most anxious to have co-operated, the station established, maintained and operated as a community and public enterprise by the citizens of Moose Jaw and southwestern Saskatchewan should have been chosen.

May we again direct the attention of the Committee to the suggestions contained in our evidence of April 11th and our evidence in general, which has been the result of long practical experience and study and close observations of reactions by the listening public, and express the hope that it will be of real value to the Committee in making their report.

If there is any further information we can give, please do not hesitate to call on us. We have tried to substantiate all our statements with concrete evidence—the whole truth—and any statement of fact made herein and not backed up by concrete evidence can be substantiated by records of various parties mentioned or concerned or by sworn testimony of members of our Association.

Respectfully submitted,

H. C. BUCHANAN.

Dated at Moose Jaw, Sask., this 3rd day of May, A.D. 1934.

I also have a letter from the Canadian Newspaper Radio Association which they wish to have read into the record, and if it is agreeable to the committee we will do the same thing with that and save the reading of it now.

Hon. R. MORAND, M.P.,  
House of Commons,  
Parliament Buildings,  
Ottawa, Ontario.

DEAR SIR,—There was formed last week the Canadian Newspaper Radio Association of which the following were elected officers, and executive:—

Charles Thomas, London, president; Howard P. Robinson, St. John, vice-president; Philip H. Morris, London, secretary-treasurer. •

Executive committee—Frank J. Burd, Vancouver; O. L. Spencer, Calgary; Victor Sifton, Regina; A. W. Robb, Halifax; J. D. McKenna, St. John; T. F. Drummie, St. John; G. M. Bell, Calgary.

They have instructed me to set before your committee certain matters that are giving them, as owners of private radio stations, the greatest concern, and I would respectively ask that the attached statement be read to the parliamentary committee on radio broadcasting; that it be entered in the records, and that it receive the committee's very serious attention.

Yours truly,

PHILIP H. MORRIS,  
*Secretary-Treasurer,*  
*Canadian Newspaper Radio Association.*

#### STATEMENT—CANADIAN NEWSPAPER RADIO ASSOCIATION

The Canadian Newspaper Radio Association respectfully submit to the Parliamentary Committee investigating the conditions under which radio broadcasting is now conducted in Canada that, regulations 99 and 100 of the Canadian



Radio Broadcasting Commission are definitely dangerous to the existence of privately owned radio stations, and are therefore inconsistent with the principles of democratic government.

It is realized that these restrictive regulations were designed to improve broadcasting. The sponsors of these regulations had in view the welfare of the radio audience, but they quite overlooked the fact that the radio audience is the most selective audience in the world, and is thoroughly well able to take care of itself. There may be a few isolated places in Canada where listeners have a very restricted choice of programs, but it is surely unsound to base legislation for an entire country, with widely varying conditions, upon the requirements of sparsely populated, and comparatively remote districts. Apply such a principle to other phases of government and the result would be chaos.

At least nine-tenths of the population of Canada have the choice of many radio stations to which they can listen. They have merely to turn a dial to tune out a station that is not entertaining them acceptably, and to bring in a station whose program they prefer. Perhaps no business in the world has to face such constant and quick acting competition as have the operators of radio stations. In their own interests they must keep their programs as clear of tedious matters as possible or else lose their audience. If they lose their audience, they lose their advertisers. The ratio of advertising matter will quickly return to normal, and a proper balance restored.

It is illogical, therefore, to impose any limit upon advertising content, and it is impractical. Conditions vary too widely in Canada. There are certain periods during which some Canadian stations have an extremely small audience owing to some popular American program coming over the air at that time. In other localities that American station cannot be heard, and the local Canadian station is the gainer. But the first station cannot use that particular period for advertising purposes if it wishes to do the right thing by its advertisers. It has, therefore, to make up for loss of revenue during that period by increased revenue during the ensuing period. The present regulations forbid that practice.

There are periods of the day during which the listening audience of any station is smaller than in other periods. Moreover it is a recognized principle among operators of radio stations that a commercial program or spot announcements should not go on the air "cold"—that is, the public should be given an opportunity of tuning in in reasonable numbers before any advertising is broadcast. With a dead line for spot announcements at present fixed at 7.30 p.m., the effective time during which they can be used is therefore extremely limited, and this helps to increase the hardships imposed by regulation 100.

To cut down the number of spot announcements that may be put on the air—to discourage short musical programs by arbitrarily restricting the advertising content without consideration of the character of the advertising or the nature of the product—is to reduce very substantially the earning power of a station. This, in turn, reduces its spending power. It cannot afford to give the public good programs—it cannot afford to provide employment for artists—it is forced to engage indifferent announcers—unqualified engineers—and to economize in other ways that can only result in the deterioration, instead of the amelioration of broadcasting. After all it is the advertiser that pays for *all* the entertainment put on the air by a private station—and to discourage advertising can only result in poor programs, poor entertainment, and a dissatisfied public.

I also have a brief from Messrs. McMaster, Montgomery, Fleury & Co., summarizing the position taken by their clients, the Canadian Radio Committee of the Musical Protective Association.

To Hon. Dr. MORAND,  
Chairman of the Committee on Radio,  
Parliament Buildings, Ottawa, Ont.

*Reply and Résumé of Position Taken by Canadian Radio Committee of the  
Musical Protective Association*

The Canadian Radio Committee is a committee representing all Canadian Locals of the Musicians' Union, and has absolute authority on their behalf to deal with the radio situation in Canada and handle all disputes between any Local of the Union in Canada and the Radio Commission.

The Canadian Locals and the Committee have local autonomy and are not governed by the decisions of the American Federation of Musicians in regard to dealing with the radio situation in Canada. They are, however, affiliated with the American Federation of Musicians for the purpose of protection of their members, and also with the British Federation of Musicians by way of reciprocal agreements. This Committee has been instructed by all the Locals of the Association to complain to your Committee with regard to the unemployment situation as aggravated by the Commission's policy of running remote control features over the Commission network; in other words, obtaining free music by merely placing a microphone before hotel and other orchestras already employed, without making any payment therefor, and putting their music on the air over its network, thus keeping musicians from employment at all centres covered by such network. This is particularly objectionable in the case of unsponsored programs from the Columbia and National Broadcasting systems, since the music for the same are supplied by musicians of the United States of America, to the great detriment of Canadian professional musicians. The employment by the Commission of Permanent Force bands who are already paid by the government for military services, being allowed to compete with civilians endeavouring to earn a livelihood is also the subject of objection. This practice certainly supplies the Commission with cheap music but in these times aggravates unemployment situations to a considerable degree.

The situation is also further aggravated by the Commission in their endeavour to save money by engaging amateurs and non-union artists to the detriment of good professional musicians, members of the Musical Protective Association.

The Commission's attitude with reference to employing non-union talent will be particularly noted in the evidence given before the Committee by Mr. Maher, to the effect that the orchestra the Commission is playing in Quebec does not belong to our Association, but that it is on the National network every week and the Commission intends to keep it, which situation it will be noted prevails in numerous areas in which excellent professional talent is available. You will also find in Mr. Maher's evidence on page 53 an allegation to the effect that three members of our organization quit the same and stayed with the Commission. Quoting from Mr. Maher's evidence you will observe he made the following remark: "There were three members of your organization who quit your organization and stayed with us." This statement of Mr. Maher's, it is submitted, definitely shows the attitude which the Commission is taking toward organized musicians at a time when unemployment is such a serious question.

As the Radio Commission appears to be taking such a position, our clients feel it is their duty to inform your Committee that a fundamental law of the Musicians Association is that they have a right to play for whomsoever they choose, but that they should not be obligated to supply their members to any employee who does not comply with the Association's regulations, that is: if the employers abide by the rules of the organization in Toronto, but not in any other City in Canada, or in fact at any single point, it is the duty of all Locals to cease playing for such employer. In other words, the Radio Commission can employ all the members of this Association or get all their talent elsewhere, and it is submitted that the radio Commission as at present constituted is in no different position from any other employer of organized labour.

McMASTER MONTGOMERY FLEURY & Co.,  
902 Temple Building, Toronto,  
*Solicitors for Canadian Radio Committee.*

I have a memorandum from the Canadian Radio League, which they submitted in lieu of appearing, along with their letter to me, which will go into the record.

### THE CANADIAN RADIO LEAGUE

The Honorary Secretary,  
Room 6, 24 King street west,  
Toronto.

TORONTO, CANADA, May 3, 1934.

Hon. Dr. RAYMOND MORAND,  
Chairman Radio Committee,  
House of Commons,  
Ottawa, Ontario.

DEAR DR. MORAND,—This will confirm the telegram I sent you to-day which requested that the following be added to the end of the second last paragraph of the memorandum I sent you for inclusion in the Minutes.

"Another fundamental defect is that the Commission has been charged with the double function of direction and operation involving both formulation and execution of policy—a situation fatal to the success of any enterprise which requires direction in the widest interests of the public together with efficient, unified management."

I attach a copy of the first of a series of articles which I am writing for *The Weekly Sun*. I thought you would be interested in looking through it, and possibly of including it in the Minutes. Marked copies have been sent to the others interested.

With kind regards, believe me,

Yours faithfully,

ALAN B. PLAUNT,  
*Honorary Secretary.*

P.S.—I am including a revised copy of the memorandum with the addition of the paragraph mentioned above, and several other corrections. If it is not too late, I would be glad to have this revised memorandum substituted for the original one.—A.B.P.



MEMORANDUM SUBMITTED BY THE CANADIAN RADIO LEAGUE  
TO THE SPECIAL COMMITTEE ON THE OPERATIONS OF THE  
COMMISSION UNDER THE CANADIAN RADIO BROADCASTING  
ACT, 1932—OBJECT OF THIS MEMORANDUM

The object of this Memorandum is to outline, as briefly as possible, the proposals of the Canadian Radio League for the establishment of a national broadcasting organization with "the powers of a private corporation and the functions of a public utility" and to review the support obtained for these proposals. It will confine itself to a re-statement in outline, not of the arguments put forward to prove the need of a national system, for these have been accepted by all parties, but of the League's recommendations for the setting-up of the broadcasting organization itself.

This is being done because it is believed in some quarters that the actual set-up with its unfortunate results, was based on the League's proposals. On the contrary we believe that the League's proposals offer a practicable method of re-establishing national operation of radio broadcasting in the confidence and favour of the Canadian people.

In this brief review no attempt will be made to outline in detail, either the League's proposals or the widespread public support they obtained: both are described in full in the Minutes of the Special Parliamentary Committee on Radio Broadcasting of 1932.

THE LEAGUE'S PROPOSAL

The League's proposal (which was the same in principle though different in some important respects to the Aird proposal, *i.e.* for a nationally owned organization with "the powers of a private corporation and the functions of a public utility") was, in its constitutional aspects, chiefly concerned with the problem of how to relate the proposed public corporation to Parliament so as to ensure efficient business management and independence of political interference on the one hand, and adequate, though indirect public control on the other.

Over a period of years and after investigation particularly of the British system the following steps were recommended to that end:—

That an independent public corporation somewhat similar in structure to the B.B.C. be established by royal charter, or by Act of Parliament.

That this corporation or company (the League preferred to use the word company or corporation to commission) be directed by the most competent broadcasting executive available in the capacity of general manager or director general.

That the policies of this organization be formed by a board of directors or governors widely representative of the citizens of Canada. That this board be unsalaried except for the statutory travelling allowance.

That this board be fully charged with responsibility for the efficient and non-partisan management of the broadcasting corporation.

That the general manager of the corporation be appointed and be responsible, not directly to parliament, but to the board of directors. That the board of directors be responsible to Parliament for the operation of the corporation.

That the Board be related to Parliament through a special committee of the Privy Council, including three ministers, the chairman of which would be the spokesman for the board on the floor of the House. This resembles the way in which the National Research Council is related to Parliament.

That the ministerial spokesman of the board be required only to reply to questions of major policy and that details of administration be not subject to Parliamentary question, this being the responsibility of the Board, as is the case in Great Britain.

That the Board be appointed by the Prime Minister of the day after consultation with the leaders of the other two parties, as is done in Great Britain.

That adequate protection be assured religious and racial groups.

That religious broadcasting be subject to similar arrangements to those obtaining in Great Britain.

That as in Great Britain appointments to the corporation be under the jurisdiction of the general manager and not of the Civil Service Commission.

#### BUFFER THE CENTRAL RECOMMENDATION

As has been mentioned these proposals and the safeguards they imply were only evolved by the committees of the League after several years of careful consideration. Needless to say, the support of business leaders could never have been secured had the League not been able to convince them of the workability and freedom from interference of the public corporation it proposed.

The central, essential necessity for a public organization of this kind, the League believes, is the buffer between the operating corporation and the government of the day, and between the operating corporation and "community pressure" which an unpaid Board broadly representative of the public would constitute.

#### SUPPORT—GENERAL

In support of its proposals the Radio League tabulated in detail in the Minutes of the Special Committee of 1932 the following:—

1. Eighty leading daily and other papers.
2. Leaders of Women's Organizations and Women's Organizations with a total membership of 683,800.
3. National Association, Labour and Farm Organizations with a total membership of 372,308.
4. Sixteen University Presidents; eight Provincial Superintendents of Education and other educational leaders.
5. The Heads and other leaders of Roman Catholic, Anglican, United, Baptist and Presbyterian Churches.
6. Outstanding industrialists, bankers, insurance and trust company heads and other business leaders.

A detailed description of this support, and the submissions of witnesses who gave evidence severally in behalf of organizations and individuals supporting the League, may be found in the Minutes of the 1932 Committee. They include the evidence of witnesses from public bodies like the Trades and Labour Congress of Canada, the Canadian Legion, National Council of Women, etc., etc.; from individuals such as The Hon. N. W. Rowell and Sir Robert Borden; and from experts such as Major Murray of the B.B.C. and Dr. Morgan of the National Committee on Education by Radio, both of whom the League brought at its own expense to appear before the 1932 Committee.

#### PRESENT SET-UP ENDANGERS PRINCIPLE

It will be seen from the above that the set-up proposed by the Canadian Radio League and supported by a well nigh unanimous Canadian public opinion is not the set-up that was actually carried into effect two years ago. The League cannot but feel that the principle of a public system will continue to be imperilled until the present constitution is changed. To say this is to imply no criticism of the personnel of the Commission. The Broadcasting Administration has obviously not been sufficiently removed from the political arena to develop public confidence in its independence. Another fundamental defect is

that the Commission has been charged with the double function of direction and operation involving both formulation and execution of policy—a situation fatal to the success of any enterprise which required direction in the widest interests of the public together with efficient unified management.

#### LEAGUE'S PRESENT POSITION

The Canadian Radio League may properly claim to have brought about recognition by the Prime Minister and all parties of the need for public ownership of broadcasting in Canada as "a matter of urgent national necessity." To-day, after seeing that principle progressively imperilled for almost two years through a faulty constitution, it proposes to urge on the government re-organization along the lines originally laid down.

ALAN B. PLAUNT,  
*Honorary Secretary,*  
*The Canadian Radio League, Toronto.*

Toronto, May 2, 1934.

I have two telegrams that I would like to read to the committee, one from Mr. Berliner, President, Compo Co. Limited, Lachine, Quebec, as follows:—

We respectfully add our protests to those which will be submitted to you to-morrow against the unfair arbitrary prohibition of electrical transcriptions in the evenings by the Radio Commission. We understand this has been done at the request of the Telegraph and Telephone Companies and is against the former policy of the Department of Marine which permitted three hours per week in the evenings. Our record industry has greatly diminished through radio itself and the Commission's policy will probably completely destroy it and throw our remaining employees out of work.

The other telegram reads as follows:—

At a meeting of Association of Canadian Advertisers held at Royal York Hotel Toronto to-day a resolution was unanimously passed that a copy of the letter sent yesterday to Mr. Hector Charlesworth of the Radio Commission should be sent to you:—

We have received information to the effect that the Canadian Radio Commission proposes to prohibit the use of electrical transcriptions after 7:30 from now until October 1st and after 5:30 thereafter that is from October 1st. Might we respectfully suggest that if such a ruling is contemplated and before it is made final that this association would very much appreciate having an opportunity first of studying the effect of this on the broadcasting of certain of its members and submitting these views to the commission. At first sight the ruling would appear to place a definite handicap on Canadian National advertisers as compared with competitive American companies whose broadcasts are received in Canada from American stations.

That telegram is from F. E. Clotworthy, secretary, Association, Canadian Advertisers, Toronto.

Now, there are a number of witnesses this morning, and if it is agreeable to the committee I would like to call Mr. Forbes, manager, Victor Talking Machine Company Montreal.

Mr. AHEARN: Mr. Chairman, may I ask a question first. You will remember that Mr. Hanson, of Skeena, put a certain number of questions on the



Order Paper. The committee considered the matter in camera, and later they were brought up in the House of Commons by Mr. King, and the prime minister replied that these questions should be answered. I just want to know if these questions are going to be answered?

The CHAIRMAN: Were those questions submitted to us?

Mr. AHEARN: Yes, I read them off, if you remember, one morning. They are in the record of this committee. I will read them off again, if you like.

The CHAIRMAN: It is not necessary if they are in the record.

Mr. AHEARN: The prime minister promised, you will remember, that they would be answered.

The CHAIRMAN: I will see that an answer is secured by the next meeting, which I think will be next Wednesday, if that is agreeable.

Hon. Mr. CARDIN: Would that apply to Mr. Bothwell's question?

The CHAIRMAN: Yes. I did not remember that they had been read.

ROY A. FORBES, called.

*By the Chairman:*

Q. What position do you hold, Mr. Forbes?—A. Manager, Victor Talking Machine Company, Montreal.

Q. Have you a brief?—A. No, I have just a few notes, Dr. Morand.

Q. All right, go ahead.—A. Well, gentlemen, the order of the Radio Commission came to our attention about two weeks ago. We were rather disturbed over it but we immediately entered our protest. I came down and talked to Mr. Charlesworth on the subject. I do not know whether you are all familiar with just what an electrical transcription is. It is a recorded program for broadcasting purposes either with or without advertising. It can be made either in the recording studio, that is to say, with the orchestra or the people who are broadcasting right in the studio, or it can be taken over the wire. They are generally put on records, and they play about fifteen minutes.

I do not wish to misquote Mr. Charlesworth, but I understood from him that the order was largely due to the process—

Q. We are not really interested in the various rules and regulations of the commission, and I do not feel that this committee should enter into them. If you will kindly deal with the matter in a general way, just what your business is, and what effect the curtailment generally would have.

*By Mr. Beynon:*

Q. I am not quite clear as to what the order was?—A. It excluded the electrical transcription from any broadcasting after 7.30 in the evening until October 1st, and after 5.30 after October 1st.

Q. But has notice of that already been sent out?—A. To a number of stations, although I understand some stations have not as yet received it.

*By Mr. Ahearn:*

Q. When were those notices sent out?—A. Well, I cannot tell you exactly. Approximately I should say two weeks ago.

COL. STEEL: Just exactly a month ago, April 20th, to the exact.

The WITNESS: The reason that we are interested in the electrical transcription is because we have expensive equipment that we have installed to make electrical transcriptions, and unless the advertisers can get those transcriptions after 7.30 in the evening there will be little business of that character. As we understand it, the advertisers like to use electrical transcriptions because they

can do it more economically; they can synchronize the time. For instance a program put on in the east at 8 o'clock would arrive in Vancouver at 5 o'clock, which is not altogether feasible, that is to say, the broadcaster does not get the proportionate benefit for the amount of money expended. We can even remake an electrical transcription if there is a mistake, and in that way it is apt to be even a little better than the original. We think that it is more economical because it eliminates the very heavy wire charges even though those wire charges have been brought down, and therefore, it is more apt to bring into the remote places very good broadcasting.

Another phase is, that the reason we want to do this is because no broadcasting of this kind will be done in the distant territories unless the advertisers are permitted to do it in this way. As you can readily understand, frequently a manufacturer or a distributor may want to develop a market in the west—Regina or Lethbridge or some other place—but he may not want to stand the charges, and there may not be local talent there that would permit him to put on an adequate broadcasting, so he resorts to electrical transcription to develop that market. If we are not permitted to do that, obviously our business is ruined. There will be practically no electrical transcription if this particular rule is allowed to stay in effect.

The point that was made by the Canadian Association of Advertisers is a very potent one, that is to say, for instance in the west if they cannot use electrical transcriptions of a type of program worth listening to, it will work a hardship on the Canadian advertisers.

We should like to make this very emphatic that it is, in a sense—while we think that some sort of regulation is always necessary—nevertheless it is an invasion of individual rights, but more important than that, it is a discrimination in favour of the wire companies who would get all this business, and we would be excluded from getting sufficient to make it worth while to carry on.

Electrical transcriptions are of a very high order to-day. I, who am in the business, have listened to a transcription program and have been unable to detect the difference. I doubt that many people could detect the difference to-day. Now, essentially that is our story, Dr. Morand.

*By Mr. Beynon:*

Q. Mr. Forbes, as I understand it, an advertiser builds up a program which he thinks is a good one for his purpose, to catch the public ear?—A. Yes, sir.

Q. Then he can, by sending those records out, put on programs throughout different parts of Canada at different times, whatever time suits him without having to pay wire and transmission charges?—A. Yes, sir.

Q. And also overcomes the difficulty in the difference in time in the different parts of Canada?—A. Yes, sir.

Q. Are those programs built up in Canada by Canadian artists?—A. We are featuring exclusively a program that would be of that order by Canadian artists in Canada.

Q. They would all be made in Eastern Canada?—A. Yes, there are no studios in the west for the making of broadcasts of that kind.

*By the Chairman:*

Q. What would be the effect upon the number of artists used, would it increase or decrease the number?—A. It would increase the amount of work for artists, because, in the main, these are separate performances. For instance, if an orchestra were broadcasting for Quebec and Ontario, to make an electrical

transcription they would normally get extra work, being paid special rates in the studio to do that work. When I say "special rates" I mean higher than their usual rates. Has the effect of increasing the employment of Canadian talent.

*By Mr. Beynon:*

Q. Now, Mr. Forbes, would it embarrass you at all if I were to ask you the names of the people for whom you make up these programs?—A. I can tell you a few of them, but I did not bring any record of it with me. The Northern Electric use them and McColl-Frontenac just had some made by the Berliner Company.

Q. McColl-Frontenac, supposing that this order stands and you are unable to do this any longer, will still have to advertise in some way?—A. Yes.

Q. Now, how will they do it?—A. Well, of course, it is rather difficult for me to speak for McColl-Frontenac, but I am certain that in many cases the advertisers will not use any programs in the west.

Q. That is, they would abandon the western field?—A. For that particular type of advertising, yes, sir.

*By the Chairman:*

Q. Do you maintain an orchestra or talent of your own?—A. No, we do not. All our talent is employed from outside.

*By Mr. Ahearn:*

Q. If this rule stands, is it your submission that you will probably have to go out of business in making these electrical transcriptions?—A. We have no place to dispose of our equipment. It would stand there, until such time as probably someone wanted a program in the daytime.

Q. It would ruin your business?—A. It will practically ruin that end of our business. As pointed out in the telegram of the Compo Company it means further unemployment in that field.

*By Mr. Wright:*

Q. What policy prevails in the United States in regard to electrical transcriptions?—A. Electrical transcriptions, Mr. Wright, are growing very rapidly in the United States; they are coming along; the National Broadcasting Company has only recently permitted their use to a very much greater extent than heretofore; they are also used very frequently as sustaining programs made by very good organizations, merely for the entertainment of the public. I might incidentally say, that the electrical transcription in Canada that has advertising on it has heretofore been used only once; that was the ruling of the Marine Department in former years. It is not a new system, although it has been developed lately. I think it was first invented away back in 1899, but these programs that we hear from London, the Empire programs, are generally I believe, from a system called the Blattner-Phone, which is the type of electrical transcription used.

*By Mr. Beynon:*

Q. Well now, has there been any complaint on the part of the public so far as you know regarding these electrical transcriptions?—A. None at all that we know of. I do not believe that the public would find any reason to complain of an electrical transcription. On the contrary I believe that eventually electrical transcriptions will be used in one form or another to bring good broadcasting to the more remote sections, because you can take the Toronto Symphony and record it and bring it out west for instance, to Regina, to Calgary



and Vancouver, to stations all over the western provinces, and give quite as good a result as can be had right here in Ontario, so eventually it is going to grow; it is bound to come.

Q. Are you a musician yourself?—A. No, but I have been connected with musicians for 27 years although technically I am not a musician.

Q. You say it is difficult to detect an electrical transcription, that you can hardly tell whether it is that or the original?—A. Yes. I would say it was quite impossible in most cases.

*By the Chairman:*

Q. An electrical transcription is just another word for a record, is it not?—A. It is another word for a recorded program.

Q. Can the same record be used on a gramophone?—A. Not on an ordinary gramophone because they are made 16 inches.

Q. Are most of the broadcasting companies equipped?—A. You mean stations?

Q. Yes.—A. Practically all the stations are equipped to use them.

Q. Would this contain besides the music also the advertising section that goes into it?—A. The advertising is put right on the record.

Q. And you are able to time it?—A. The same thing exactly, except in the case of electrical transcription programs that might be made for entertainment purposes. You see, there is a field there where we might be able to sell station transcriptions without advertising for sustaining programs; we might make up a series which we could ship to the distant stations; those would have no advertising on them.

*By Mr. Beynon:*

Q. And these can be used indefinitely, I believe, till they are worn out?—A. To use them effectively, I should not think they should be used more than ten times, in any event.

Q. That is, for broadcasting?—A. Yes. They can be used more.

Q. Well, could they be used on a gramophone after that?—A. Not unless you had a special gramophone for that purpose.

Q. A special size?—A. Oh yes. Any gramophone would play them, except that ordinarily they are not big enough to take that size of record.

*By Mr. Wright:*

Q. Would the result be the same on the ordinary gramophone?—A. Yes, Mr. Wright, but we are chiefly concerned because we have made this investment and we believe it is a step in the right direction towards serving the public and the advertiser. We believe it is a hardship to us, to the advertisers, and actually to the public as well, because we do not see how an equivalent quality can be brought into many communities in any other way.

*By Mr. Beynon:*

Q. Are any other institutions in Canada making those transcriptions?—A. Well, the only two that I know of are the Compo Company and the Victor Talking Machine Company.

Q. About how many hands do you employ in that branch, or have you a separate branch for that?—A. It is not a separate branch, it is inter-twined. The question of unemployment would come to a greater extent in the fact that the musicians themselves get a great deal more work. We have to pay them a very high rate for records when they come to the studios. Now, if they have a program, as they do in many many cases, they put it out over the air and go to the studio and make it the next day, make the same thing for us for electrical transcriptions.

Q. Do you ever record them when they are also being broadcast over the air?—A. It has been done, yes.

Q. Is that a general practice?—A. Well, it can be done. For instance, we generally have to bring the orchestra to the studio; they can record in their own studio and we can take it over the wire very effectively.

Q. Is that general practice?—A. Well, I should say about 50-50. For instance, if we wanted to take a Toronto orchestra we would not go to the expense of bringing them down to Montreal, we would take them over the wire. But, Mr. Chairman, I would like to make that very point, if I may; I do not want to harp on it, but we do not believe the wire companies have any exclusive rights and that we should have the same rights as we are just as vitally interested in working with the broadcasters, to give programs of a high quality, and I believe we can make even a better quality in one sense than the original broadcast, because if the recording is not right we make another one, in many cases better.

*By Mr. Beynon:*

Q. And as many rehearsals as you like?—A. Yes.

*By Mr. McKenzie:*

Q. In your interview with the Commission, which I understand you had, what reason did they give for this order?—A. Well, of course, and again I do not want to misquote Mr. Charlesworth, my understanding was that it was done chiefly because of the protest of the wire companies and because he had succeeded in getting the line charges reduced very radically.

Q. You think it is a money saving proposition then?—A. You mean electrical transcriptions?

Q. Yes.—A. No.

Q. No, but did the Commission think that it was a money saving proposition?—A. They did not express themselves to that effect, that the line charges were cheaper than ours. On the contrary, it would seem that ours are still more economical than the wire companies. Not only that, but the very fact that the wire companies have protested so vigorously shows that ours must be more economical or they would not feel it.

*By Hon. Mr. Cardin:*

Q. Is that class of program much cheaper to the advertiser than the hiring of artists?—A. Well, they hire the artists to make the original. The artists come in just the same because they make the original in the studio.

Q. Yes, but after the transcription has been made the artist is of no further use?—A. The artist must be employed to make the original broadcasting, you see. You must have the orchestra, or the singer, or the speaker, just the same.

Q. Have you any objection to indicating to the committee the cost of these electrical transcriptions?—A. Well, costs vary with what has to be done. They vary all the way from \$85 to perhaps \$135 for the actual recording, and then the cost of the talent depends entirely upon what organization they use. When they use one singer it is not expensive, but if they use a band of 25 people, of course, the cost is much heavier.

*By Mr. Beynon:*

Q. That would be for what length of program, Mr. Forbes?—A. That is for one 15 minute record.

*By Mr. McKenzie:*

Q. And what is the life of those records?—A. We would not advocate using them more than ten times, although the advertisers to date have used them only once on any one station.

*By Mr. Beynon:*

Q. You use them on a station here and send them west?—A. Yes.

Q. You use them in different parts of the west?—A. Yes. That is one of the greatest features in favour of the transcription, that it helps Canadian business in this way: A manufacturer in Toronto or Montreal can go right out west and put his program on at the most favourable time, whereas if they had to use the lines for that purpose they would have to put a program on here at 8 o'clock and another one at 11 in order to get in to Vancouver at 8 o'clock.

*By Mr. Wright:*

Q. How general are these transcriptions used in the United States and England for evening programs?—A. Well, I really cannot tell you, Mr. Wright, how general they are used, excepting, as I understand it—and I speak without perfect knowledge of the situation—they are using the Blattner-Phone system for the Empire Quartettes. Now that is done—

Q. That is evening programs?—A. Yes, evening programs. Of course, record broadcasting is a very, very big phase of British broadcasting; they have a tremendous amount of record broadcasting in England, but it is properly regulated however. We have no objection to proper regulations. I would like to make that perfectly clear, but if we could have six or seven hours a week, something of that kind, it would be a great help to us, and which is of more interest, it would give the public better broadcasting in many places.

*By Mr. Wright:*

Q. Would you advise again as to the policy that prevailed prior to receiving this notice?—A. Well, the policy that prevailed was, I think, a little bit nebulous. Some years ago we were permitted to broadcast three hours a week, and then when the advertising ruling came along, the ruling with regard to the advertising generally, there was quite a little hesitancy for a time. We were just getting under way, just getting well started again with the electrical transcriptions when this new ruling came into effect. We have had a number of very important inquiries within the last four or five weeks from some very large companies.

*By the Chairman:*

Q. When you speak of six or seven hours a week do you mean evening hours?—A. Evening hours, yes.

Q. From say six to eleven?—A. That would be any time after 7.30. That is our interpretation.

*By Hon. Mr. Cardin:*

Q. Am I right in assuming that your main objection to the regulation is that it would prevent the broadcasting of good programs in the more remote sections of the country?—A. Yes.

Q. Where local talent is not available?—A. That is very true, because transcriptions will be used mostly in the far away parts, not so much in the thickly populated sections, although it may eventually develop to that.

Q. Would you see any objection to a regulation preventing electrical transcriptions being broadcast in the large centres or in the eastern parts of Canada where local talent is available?—A. I think, sir, it would be in the long run merely blocking progress, because you see if the Toronto Symphony Orchestra comes along, a high grade organization, if they are available and we could make them in the afternoon, they could be used at any time then in the evening. I am convinced that eventually this type of thing will play a very important part in high grade broadcasting.



The CHAIRMAN: Are there any further questions? Thank you very much, Mr. Forbes.

Witness retired.

Mr. AHEARN: Mr. Chairman, before you proceed, has the special committee on witnesses decided to call Mr. Weir?

The CHAIRMAN: Were you at the last meeting?

Mr. AHEARN: It was left open.

The CHAIRMAN: I was to see Mr. Weir, which I did, and he has expressed a desire to appear. I believe he is here and I have him down as one of the witnesses.

Mr. AHEARN: Are you going to call him soon?

The CHAIRMAN: Right away. Is there anything you would like to say at this time, Mr. Berliner?

Mr. H. S. BERLINER (President Compo Co.): Mr. Chairman, I do not think I could say anything more than Mr. Forbes has said. What Mr. Forbes has told you represents about what I have to say.

E. A. WEIR, called.

The CHAIRMAN: Just go right ahead, Mr. Weir.

The WITNESS: I appreciate the opportunity to appear before this Committee. I am not doing so from personal choice nor primarily to vent displeasure over the treatment I received at the Radio Commission's hands, whatever allegations may be made to the contrary, but because I believe with a great number of others that the administration of the Commission has been inefficient and stupid and if continued under present methods and set-up will ruin, beyond recovery, the whole project of public-service broadcasting.

This presentation falls into three divisions:

- (a) Organization of Canadian Radio Broadcasting Commission and my personal relations to it.
- (b) Operations of the Commission with observations on technical, commercial and program features.
- (c) Reorganization necessary.

The matter of personal relations should have small place in a record such as this, but, inasmuch as my experience with the Radio Commission was so extraordinary and reflected so well the temperament, methods and entire lack of any sense of responsibility on their part, I have concluded it is essential that it should occupy a place in this outline.

1. *Joined Commission at Urgent Request of Mr. Charlesworth. Gave Him Extended Memo on Steps to get Started.*—I joined the Commission in November, 1932, at the urgent request of Mr. Charlesworth by letter and wire to the Canadian National Railways and on his definite assurance that it was with a view to my permanent appointment. I also gave him, at his urgent request, an extended memorandum suggesting the successive steps the Commission should take in getting under way.

It is a very big thing to ask anyone to hand over material which is the result of years of hard work and experience gained by himself and staff. I was loath to do so without protection, but relying on the good faith of Mr. Charlesworth I prepared without delay an extended memorandum for the Commission's guidance. This memorandum was of infinite value to them and, I may add, a copy of it was given, on January 23, 1933, to Colonel Steel on his return to Ottawa.

In that memorandum I emphasized the importance of arranging for *continuous wire service during the evening hours; of getting together as early as possible the nucleus of an educated, highly trained and thoroughly efficient personnel in order to plan first-class programs well ahead; of providing portable equipment for pickup efficiently for special remote control events, as no suitable equipment was then available anywhere; of securing control as early as feasible of a skeleton national network.* I suggested the acquisition of the three C.N.R. stations as a beginning of that, for which there were many excellent reasons, also the acquisition of one of the already existing stations in Montreal and one in Toronto, and an arrangement with the provincially owned CKY in Winnipeg and CKUA in Edmonton. I urged the establishment of suitable studios in Montreal and Toronto, staffed with the Commission's own staff under its own direct control, and made other suggestions. This provision of studios and a small but highly efficient program staff I emphasized as of the utmost importance.

2. In view of Mr. Charlesworth's expressed intention of having me on the permanent staff of the Commission, I felt that the Chairman should have before him additional particulars in regard to my experience and qualifications, so on November 12th I addressed to him a letter setting forth the same. That letter I should like to include in the record.

MONTREAL, Que., 12th November, 1932.

Mr. HECTOR CHARLESWORTH,  
Chairman, Radio Broadcasting Commission,  
Ottawa, Ontario.

DEAR MR. CHARLESWORTH,—You were kind enough to suggest a few days ago that you would like to have my services in the new radio organization. May I repeat my expressions of appreciation for that suggestion. It would be a pleasure to be associated with you and your colleagues in working out this great problem, the solution of which, along sound and progressive lines, probably means more to the cultural development and national unity of our country than any other asset at our command.

I do not know what position or appointment in the organization you may have had in mind, but I thought it might be of some service to you in determining this if I were to give you a few particulars of my background and experience.

I was born on an Ontario farm, taught school just long enough to get out of it, and was graduated from Toronto University in 1912. I went to Toronto that year as Assistant Secretary of Farmers' Institutes for Ontario, and one year after went West as Advertising Manager of the Farm and Ranch Review in Calgary. Within three years I moved to Winnipeg as Editor of the Nor'West Farmer and shortly after became Associate Editor of the Grain Growers' Guide under Mr. Geo. Chipman. In this capacity it was by privilege to develop a wide acquaintance with many leading personalities in all the Western Provinces, and an intimate knowledge of social, educational and economic movements there. From 1920 to 1924 I was engaged successfully in financial work in Winnipeg. Altogether, twelve years were spent on the Prairies and British Columbia, long enough to see two depressions and learn that one does feel the cold.

In 1924 I was persuaded to join the Canadian National Railways by Dr. W. J. Black under whom I took up my duties in London, England, in charge of Colonization Publicity and Advertising. Subsequently, I was placed in charge of all Canadian National Press Publicity in Europe.

Five years were spent in this work during which I travelled a good deal in Great Britain and on the Continent. In addition to my regular press and advertising work, including exhibitions and films, two efforts perhaps worthy of special mention were developed and handled. These were the "Empire Marketing Tour" of Canadian Farmers to Great Britain and Denmark, early in 1928, and the "Young Ambassadors of Empire Tour" to Canada later the same year. The organization of the European end of "Marketing Tour" was entirely my responsibility. It put me into intimate contact with a great number of leading personalities throughout England, Scotland and Denmark, since the party was received by Royalty and entertained at the Guildhall and by more than sixty other leading civic and business organizations throughout the country. The "Young Ambassadors Tour", under joint sponsorship of the Allied Newspapers and the Canadian National Railways, was perhaps the most pretentious Empire educational publicity effort ever arranged in either Great Britain or Canada.

Early in 1929 I was transferred to Montreal as Director of Radio for the Canadian National. Immediate and radical improvement in our programs was imperative. The Toronto Symphony Series was arranged without delay and Sunday afternoon, at that time considered a dead period by broadcasters, was selected. Later we developed the Romance of Canada series, bringing out temporarily an acknowledged master of production, whom I selected personally. It was also through my efforts that Mr. Merrill Denison was introduced to radio drama. The success of this historical series throughout the entire country, with all classes, need scarcely be commented on, suffice it to say that it is now being copied by one of the largest American advertisers.

We presented grand and light opera in I think a highly intelligent manner for radio, and certainly with great effect, and many other programs requiring intensive work and research. We put on a French program weekly (both musical and dramatic) acknowledged by French-speaking authorities to be the leading one in that language. Advertising as such was confined to a minimum and we endeavoured, in all our programs, to render the greatest public service, a policy for which I was primarily responsible. Indeed the public service character of Canadian National programs is sometimes credited with providing, in a substantial measure, the background for nationalization.

Since assuming my duties in Montreal I believe it can be safely said that I have gathered a reasonably intimate acquaintance with,—

- (a) The best practices in the development of programs and ideas, building schedules, handling radio staff, exchanging programs and dealing with talent, together with the costs of operation.
- (b) Radio advertising in its relation to stations, advertisers, and advertising agencies.
- (c) The wire transmission situation as it affects national and regional networks, local stations and advertisers. Also the situation in regard to the development of electrical transcriptions.
- (d) Personnel in charge of Canadian stations from coast to coast, their policies, standards of programs service and outlook on radio. Part of the staff of the national organization will need to be recruited from among them.
- (e) The best talent over a large part of Canada. The confidence of these people we have enjoyed in the past.
- (f) The leading personalities in various departments of the British Broadcasting Corporation, National Broadcasting Company and



the Columbia Broadcasting System, and what they are trying to do. The Canadian National has been the only Canadian broadcaster heretofore enjoying the full confidence of the British Broadcasting Corporation.

- (g) Press and public relations from the angle of the broadcaster.
- (h) The copyright situation and its relation to the Canadian Performing Rights Society.
- (i) Musicians and Union practices in different parts of Canada.
- (j) The wavelength situation, national and international.

In view of the foregoing, I believe that my services can be most valuable to you in co-ordinating the many varied activities and the several offices and studios under the direction of the Commission, viz., as a chief executive (Director of Operations, General Manager, or First Assistant to yourself), I feel sure that when you come to operate, such an executive will be found necessary, whatever he may be called. That is the position I feel I am best qualified to fill by temperament and experience and in which I believe I can render the greatest service to the Commission and the cause of nationalization.

I think I can reasonably lay claim to two characteristics essential to such a position, viz., the capacity to organize and get the very best service out of my assistants, and the ability to gauge, with an unusual degree of accuracy, the future of the work I happen to be engaged in. Perhaps that comes from always taking the long view and consistently planning to meet the conditions indicated by it. Coupled with these characteristics I believe I have a keen appreciation of what, to me at least, are the true and primary purposes of radio,—

- (a) To develop and conserve the latent cultural resources and inherent traditions of our mixed, but versatile, population.
- (b) To unite more closely our scattered provinces and population; thus encouraging national unity, without promoting narrow nationalism.
- (c) To broaden the acquaintance of Canadians, as a whole, with conditions and developments in other countries thereby fostering international understanding and tolerance.
- (d) To promote commerce, in so far as may be consistent with the purposes already mentioned.

All the above, I feel, can only be best carried on with an eye to wholesome and genuine entertainment and particularly so during these days of depression when a greater premium is placed on that type of entertainment which lifts people out of their troubles, than on that which attempts too seriously to instruct or uplift. The national, international, and public service programs broadcast by the Canadian National Railways exemplified, to as great an extent as I believe could reasonably be expected of a commercial institution, the aims set out above.

When the time comes I trust that it is in a capacity such as mentioned above that I may be privileged to serve. Again expressing my appreciation of your consideration, I am

Yours sincerely,

(Sgd.) E. A. WEIR.

On November 24th, a memorandum was submitted by Mr. Charlesworth to the Civil Service Commission recommending my appointment as Director of Programs and Station Relations at salary voluntarily offered by Chairman of \$6,500 (less 10 per cent). Same reported by Civil Service Commission to Privy Council November 25th; (see page 5240 Hansard May 11, 1933).

Mr. Charlesworth advised me that the appointment had the full concurrence of all concerned, including the Prime Minister, but owing to difficulties regarding certain other appointments and finally due to decision of Minister of Justice that no appointments could legally be made until the return of Colonel Steel, all had to stand over.

3. *Conducted Negotiations with Transmission Companies.*—Late in November, 1932, the Chairman instituted negotiations with the Canadian National and Canadian Pacific Telegraphs and the Trans-Canada Telephone interests for wire services to carry programs across Canada, and early in December he placed on me the responsibility of pursuing these negotiations, inasmuch as my contacts with the transmission companies had been intimate and I had a close working knowledge of their facilities, their operations, and various other important details as well as the probable requirements of the Commission.

The proposal of the transmission companies at first was that the Commission should lease wires on a 16-hour per day basis, as is done by the network companies in the United States, the claim being that such a period was as cheap as three or four hours under ordinary conditions. With a paucity of both money and programs, to lease wires for so many hours was obviously impossible. Hence, I addressed a letter to each of the several transmission companies asking for quotations and facilities on national and regional networks.

OTTAWA, December, 19, 1933.

W. D. NEILL, Esq.,  
Canadian Pacific Communications,  
Montreal, P.Q.

DEAR MR. NEILL,—It will be some time before the Radio Commission will be in a position to produce any very substantial and steady flow of programs and certainly some months before we can judiciously assume the obligation incurred in leasing a wire service for sixteen hours daily, even though that might be the most economical service under the present rate schedule. To do that before we could fill more than a small part of the time, might expose the Commission to unfair criticism and I am afraid the argument that a sixteen hour service is just as cheap as a three or four hour service would not be an adequate answer, especially from our standpoint.

The fact that the country is five time zones wide and that the greater part of the talent is to be found in Toronto and Montreal will almost inevitably necessitate the repetition of many programs within a few hours of each other. Indeed it will be necessary frequently to carry them over the same wires twice in the same evening. That is most apt to occur between Toronto and Winnipeg. Hence a somewhat disproportionate use of wires in comparison with the number of programs actually broadcast, may be necessary.

On account of the nature of the service we shall have to give, we should like you to investigate the possibility of leasing circuits on a variation of the sixteen hour basis. Flexibility and the best program service to the public can only become possible with the leasing of circuits on a continuous hourly basis for that part of the day when there is the greatest listening audience. Irrespective of what we do in the next couple of months, our budget for next year must be on a definite basis and it

would seem best that that basis should rest primarily on the principle of the Commission controlling a national network for several continuous evening hours daily.

Considering therefore our resources (not yet established on a definite basis) our reluctance to assume an obligation which on a 16 hour a day basis would be well up in the half million dollar mark and our limited requirements for months to come, we should be glad to have a quotation on a more limited though continuous service: i.e., roughly from 6 p.m. to 12 p.m. or at those hours when regular telephone (or telegraph) business is at a lower ebb and when you would have more spare circuits for broadcasting, omitting the larger and busier part of the day.

It would seem to us, subject to certain modifications, that it would not be unreasonable to suggest the setting-up of a rate for the hours suggested proportionate or nearly proportionate to the full sixteen hour rate.

Yours faithfully,

(Sgd.) E. A. WEIR,

*For the Canadian Radio Broadcasting Commission.*

In this letter certain fundamentals were laid down, viz., the leasing of wires on a *continuous hourly basis* throughout the evening; of *controlling a national network*; and of establishing an extremely moderate or *almost proportionate* rate, owing to the wires, especially of the Railway companies, carrying very little traffic during the evening hours. Had these fundamentals been adhered to by the Commission instead of the limited service they contracted for, I believe they could have rendered greater services at less public expense.

Supplementary information was added from time to time until after certain particularly advantageous submissions had been made on February 17th on behalf of the three provincially-owned telephone systems of the West. The information was then consolidated, tabulated and turned over to Colonel Steel, Technical member of the Commission, to complete such arrangements as the Commission saw fit.

4. *Conducted 1932 Christmas Inter-Empire Broadcast.*—When I met Mr. Charlesworth in Ottawa on November 1st and referred to him the question of the Christmas Inter-Empire broadcast of 1932 which I had been asked by the B.B.C. to conduct, he placed the entire responsibility upon me and I carried it through to a successful conclusion, without suggestion or help from the Commission, though they got the credit.

Immediately, thousands of letters of congratulation flowed in and the Commission was given a fillip which, had it been followed up immediately and intelligently would have gone far to have consolidated the public goodwill engendered, but which, through inaction on appointments and other matters, owing to the absence, until late in January, of Colonel Steel, was dissipated.

The messages from this country, originating entirely within Canada, were heard around the world in 1932 for approximately fifteen minutes and were the subject of great commendation in Great Britain and other parts of the Empire. It is interesting to note that the 1932 Christmas broadcast was eulogized in Edmonton last summer by the Chairman as one of the greatest accomplishments of the Commission.

5. *National Programs commenced January 27, 1933.*—National programs were commenced by me twice weekly at the end of January. Another hour was added early in March. These were originated as equitably across Canada as feasible, having regard to transmission and other facilities. They were well received and provoked substantial commendation.



*Renewed requests for qualified staff.*—In November I had emphasized strongly to Mr. Charlesworth how essential it was to get together without delay the nucleus of a highly efficient program staff, if we were to make any genuine progress. On February 13th I gave him a memorandum including specific recommendations for two persons of rare ability and training, the equal of which for their particular jobs, are not found on the Commission's staff to-day.

6. *Program responsibilities and territory dividend.* Mr. Charlesworth becomes director of operations.—About February 15th Mr. Charlesworth advised me that I was no longer Acting Director of Programs and Station Relations; that it had been decided to divide the responsibility for program development and network operation into Eastern (Montreal and East) and Western (West of Montreal) divisions, with Mr. Arthur Dupont in charge of the former and Mr. Weir the latter.

Mr. Dupont had been attached to the staff in a partial capacity for some time, his services not having entirely terminated with CKAC until, I believe, the end of February. His activities were largely occupied with handling correspondence and interviews in French at such time as he was in Ottawa, and consulting with and advising Mr. Maher, Vice-Chairman. He was in Ottawa but intermittently and at no time was responsible to me for any work.

Under the new plan of organization, Mr. Charlesworth was to be "Director of Operations" (a title suggested in my letter of November 12th to him) but he said "that arrangement is merely nominal. You will be actively in charge of operations. You will really direct all networks, both Eastern and Western, reporting directly to me." I immediately pointed out to him the unsoundness of this whole division idea, where it would break down and why, whereupon he admitted that he had opposed it himself but had been outvoted by his colleagues. "But", he added, "it is only an internal arrangement and will not affect the picture outside."

Feeling that I had not brought home with sufficient clearness the problems and difficulties incident to this change, I gave Mr. Charlesworth a memorandum on March 13, 1933, emphasizing the possible complications and weaknesses when applied to the administration of stations, routing of programs, development of talent and smoothness of operation of division on the basis proposed.

The arrangement as outlined by the Commission of course did not work out. The nominal responsibility as "Director of Operations" which the Chairman was supposed to carry meant nothing. It never could have meant anything because he could not possibly have discharged, nor could he have been expected to discharge, the functions incident to such a position. I was told there was to be no publicity about this change and obviously outsiders would have recognized at once its stupidity. The whole thing, in my opinion, was a fictitious set-up, planned deliberately by Mr. Maher and Colonel Steel to jockey me out of my place, after I had given the Commission invaluable information by which to get under way and before I had had time to get really started on program organization. I believe that it had already been determined, although the Chairman was not aware of it, that I was to be eliminated, but not until a lot of preliminaries had been disposed of.

7. *Miscellaneous Duties—Heavy Staff Confined One Junior Stenographer.*—It is amazing to have to record that during all these preparations, in fact during the entire seven months I was with the Commission, my staff was limited to one Junior Stenographer. During these first months, my desk was piled high with applications from vocalists, musical conductors, and scores of other instrumentalists, as well as from writers and producers. There were numerous callers daily from such people, to say nothing of calls from many less specialized but needy job-seekers. There were station managers and press representatives to be seen for the Director of Public Relations was not appointed until February.

My previous wide acquaintance with these people, few of whom knew personally any of the Commissioners, drove them to me. They had to be met and courteously handled, irrespective of hours. But, as I say, my staff consisted of one Junior Stenographer only. Nevertheless, during this same period as I was urging proper program staff, the Commission was urging and did secure the appointment of a permanent Secretary and a Director of Public Relations.

8. *Mr. Charlesworth Made Director of Programs as Well as Director of Operations.*—Early in April an instruction, signed by the three Commissioners, announced that "the Director of Programs" is Mr. Hector Charlesworth. All instructions concerning programs to be broadcast be issued through the Chairman. Thus, Mr. Charlesworth, within two months, was not only Chairman but "Director of Operations" and then also assumed the responsibility of "Director of Programs." That he assumed the latter of his own volition I do not believe. That it was urged upon him as another convenient step in my demotion there is no doubt in my opinion.

9. *Mr. Charlesworth Renewed Assurance Appointment and Salary.*—Early in April, learning that Mr. Buchanan's remuneration had been set at \$5,800 instead of \$6,500, and anticipating that a similar reduction to me would probably be necessary, I discussed the question with the Chairman. Mr. Charlesworth said he was glad I had raised the matter as he feared that might be the outcome. Below that figure, however, he assured me it would not be, and added that he regarded it as a matter of honour to see that my appointment was put through at not less than that amount.

10. *Again Urged Importance Setting up Efficient Program Organization Without Delay.*—Knowing from experience the importance of working well ahead in radio, of getting an effective organization together to plan in advance, I again took up with the Chairman the matter of staff and forwarded to him on April 5th a memorandum.

#### MEMORANDUM MR. CHARLESWORTH

We are now close on the summer season when all broadcasters are faced with certain more or less fundamental changes and problems from a program standpoint.

First, daylight saving time upsets national schedules and even regional schedules. From May to October daylight saving time is observed only in the larger cities and towns of Ontario and Quebec and in the cities of Halifax and Saint John. All the rest of the country remains on standard time. There is no change from Fort William to Vancouver, or in the smaller towns of rural areas of Ontario, Quebec and the Maritimes. Thus when it is 9-10 P.M. E. S. T., the hours observed across Canada in the various places are as follows:

Halifax and Saint John.. . . .	11-12 p.m., A.T.S.T.
All Rest of Maritimes.. . . .	10-11 p.m., A.S.T.
Cities of Quebec and Ontario.. . . .	10-11 p.m., E.D.S.T.
Rural areas and small towns of Ontario and Quebec.. . . .	9-10 p.m., E.S.T.
Manitoba and Eastern Saskatchewan.	8-9 p.m., C.S.T.
Western Saskatchewan and Alberta..	7-8 p.m., M.S.T.
British Columbia.. . . .	6-7 p.m., P.S.T.

It might be said that seeing there is such a small part of the country on daylight saving time this might be disregarded. However, it contains almost exactly half the licensed listeners in the Dominion, and inasmuch as the same situation exists in United States and that the NBC and CBS change times, the change must be observed here.

Second, the character of programs during the summer should change a good deal. Less pretentious things can be undertaken but, though that may mean smaller orchestras, it does mean more careful selection, arrangement and production. Though we may carry on our symphonies until the end of May, or thereabouts, to give opportunity for orchestras in Hamilton, Winnipeg, Regina, Calgary and Quebec to be heard, it is somewhat past the proper season. Other programs will have to be substituted for these and the variations in time will make it imperative that these will be regionalized to a considerable extent east and west of the Great Lakes, just as we do now with George Wade. Indeed this is the only program which can suitably stand as it is now and the popularity of which will not be much affected by the summer season. Band concerts can be continued but from fewer points, as the standard is not high enough, and they should be confined during summer to open air parks pickups, wherever that is practicable, which is in very few places.

If wires were available coincident with this change of time or soon after, our position and service could be greatly improved by effecting immediately an exchange of good hotel dance orchestras, organ recitals and other sustaining programs, as well as those the Commission originates. Stations are driven to it during summer to stay on the air and not only create more "sustainings" of their own, but will much more readily accept Commission "sustainings." Some of those who have been looking for payment will no doubt be even gladder to get programs to fill their time. The cost of the continuous evening service should not amount to much more than we shall presently be spending for a few programs. Until this service is available it seems very uneconomical to pay from \$100 to \$300 or so for a program, and \$700 to \$1,000 or more to carry it across the country. As soon as wires are available the work of exchanging these programs will fully occupy the time of at least one program man, if real service is to be given. Centralization of the routing and interchange of programs becomes imperative if mistakes and misunderstandings are to be avoided and the good will of stations maintained.

More programs of a tolerably good standard will be expected in both Eastern and Western Canada. These cannot be produced by present methods. They must have "production" put behind them, i.e., series with some continuous and thematic thought behind it. This is the essence of radio program production and of course as yet we have been unable to give it any attention. It can only be accomplished by continuous sustained effort by the ablest and best program executives to be found, not merely individuals who have played or conducted programs, but who understand the whole art of production and radio technique. There are plenty of artists, conductors and would-be producers but those of ability and training are desperately scarce. While some unattached individuals might temporarily do reasonably satisfactory productions, they require expert guidance or the quality of their work will very soon fall off. The policy of farming out programs cannot be more than temporary, as of course all broadcasting organizations have found.

It is clear that, if we are to meet the summer situation and lay the foundation of anything worth while for the autumn, we must have some idea as early as possible as to what our regional budget must be in the several sections of the country, and secure at least a few individuals on the staff. More specifically we cannot carry through the summer season with any degree of satisfaction in Western Canada without having a couple of program executives with some office assistance, especially at Winnipeg and at Toronto, as well as some other assistance.



With the arrival of summer it seems probably also that we may be called upon occasionally to carry out remote control broadcasts. The new portable equipment for that purpose, I understand, will soon be ready. The carrying out of these broadcasts by such an institution as ours cannot be left to free-lances.

At present there is almost enough ordinary correspondence to occupy the time of one person without any of the work of arranging for several programs, checking continuity, ordering wires, checking up stations and interviewing numerous callers daily.

The acquisition of CNR stations has thrown a new element into this. If the Commission is to get from stations the revenue which it should, there will have to be some reasonably regular and sustained effort to secure whatever commercial revenue may be going. From now on appropriations and plans of commercial advertisers are being made for next year. The Commission's stations will carry with them some advantages, also some disadvantages from a solicitation standpoint, though there is practically no advertising which they have formerly carried which will not equally acceptable under the Commission's auspices.

E. A. W.

April 5, 1933.

EAW:FM

11. *Urge and Offered Plan for Budgeting and Equitable Program Distribution.*—On April 20th I gave a memorandum to Colonel Steel (copy to Chairman) outlining a plan for budgeting expenditures on a geographical basis and furnishing a system for keeping track of expenditure so that detailed information could be ascertained at any moment. At that time I pointed out that unless program expenditure were budgeted in detail, miscellaneous spending was liable to soon seriously deplete the funds, with dissatisfaction to some parts of the country and without any outstanding efforts to the credit of the Commission.

#### MEMORANDUM FOR COLONEL STEEL, COMMISSIONER;

It was recently suggested that an outline should be prepared of the headings under which it is desired to have expenditures shown having to do with program administration and production.

In keeping with this and in view of the great importance of subdividing all expenditures in such a manner as to show clearly at a glance what has been spent on the many things which make up the accounts of the Commission, and in just what city or section of the country the expenditures have been made, I have taken the liberty of enlarging somewhat on the above, in the hope that it may be of service in classifying this particular feature of the work. Aside from the importance of keeping all such items clearly before us, it would seem equally important that we should be in a position to answer, without delay, requests for the most detailed information.

The attached sheets form a suggested classification. The first set of three pages covers a totalized division for, let us say, general purposes if necessary. The second set of three pages covers a division into Headquarters, Eastern and Western. The third set of four pages divides the same classification into Headquarters and several zones, while the final group of four pages divides the same expenditure under stations, or points of origin, as indicated by cities.

It may be felt that there is unnecessary duplication in this lay-out, but time will show that this is not so. The problem has to be viewed not as of to-morrow, but as of several years hence, and it is just as easy to lay

the base broad now as later on, thereby saving a great deal of possible trouble and misunderstanding in the meantime.

The classification outlined presupposes a first class man in the Commission's headquarters—aside entirely from the Auditor General's staff—to maintain it. Such a man already exists on the Canadian National Railways Radio staff in Mr. Parsons, were it possible to secure him. His qualifications and training not only fit him to handle this to perfection, but also to direct other allied duties.

It is important that the amount to be spent on programs during the present fiscal year should be known as soon as possible in order that it may be equitably allocated and plans made to do the most effective work with it. Some organization must be created in different centres, an allowance made for stations owned by the Commission and the remainder allocated according to zones, in order that the work may be planned and carried out systematically. Until it is budgeted in detail it will not be realized how very small is the amount available for effective programs and, until that is done, miscellaneous spending is liable to deplete the funds seriously within a few months, with consequent later dissatisfaction to some parts of the country and without any outstanding effort to the credit of the Commission.

Out of an appropriation of say \$450,000 for programs, it is safe to say that after a proper staff, expenses, music, remote control costs, copyright, records and local programs at stations are provided for the amount left will not be over \$300,000, an extremely small amount on which to carry on a year's broadcasting when it is considered that the larger American commercial advertisers spend much more than that amount annually for talent alone.

Assuming the above to be approximately correct, as it is, some equitable division should be made of it, in order that all parts of the country may be fairly represented. We all know that unless these sectionalized demands are met in a somewhat reasonable degree at least there will be great dissatisfaction. Unless there is opportunity for all parts of the country to express themselves, one of the supreme purposes of the Commission will have been overlooked. Assuming, then, for purposes of arriving at something tangible, an arbitrary figure of say \$374 as the cost of producing an hour's program—on the average really a very low figure—this would allow for 800 hours of prepared national or regional network programs, or around 2¼ hours daily. (I am omitting free programs, such as dance orchestras or free exchanges.) How, then, should this be allocated? I submit that a reasonably equitable arrangement would be as follows:

	Hours
Montreal and East. . . . .	260
Ottawa to Fort William. . . . .	260
Prairie Provinces. . . . .	230
British Columbia. . . . .	50

From this allocation Ontario receives less than its proper amount and the three prairie provinces somewhat more, but that is largely accounted for by their being set apart from the East, thereby necessitating more regional broadcasting. Ontario and Quebec being in one-time zone makes the exchange of programs in the East more feasible. Otherwise the division is as nearly equitable, when population and actual licence payers in the several parts of the country are considered, as could reasonably be arrived at.

I could submit any elaboration of these suggestions and figures, but only urge that a detailed budget be planned, as soon as possible. If the Commission is going to prepare programs for international exchange with Great Britain or the United States, these will cost more and must be planned and developed with the greatest care, for only such will do credit to the Commission and to Canada itself.

(Sgd.) E. A. WEIR.

April 20, 1933.

12. On May 3 I attended an informal meeting of the Commission, one of two such meetings I was privileged to attend during seven months with the Commission. At no time did I ever attend a regular or formal meeting of the Board prior to June 14, although their reverberations were often heard two or three offices away. All requests or suggestions were made by memorandum and decisions reached by the Board were made known in the same way. The meetings were held in camera, so to speak, and such an idea as calling in the member of the staff who seemed to be most concerned in a particular decision and learning the practical conditions or background surrounding the matter in question, very rarely seemed to occur to them.

There were many problems on which, from previous experience I could have offered constructive advice, and never understood why my knowledge of conditions, gathered from residence in many different parts of Canada, Great Britain and the United States, and my experience, remained very largely unutilized from day to day. The Commission always seemed to be self-contained in that regard, acting as though it needed neither advice nor suggestion from anyone.

13. *National Program Distribution Decided by Commission May 3.*—At the meeting on May 3 the Program Department of the Commission was informed by Colonel Steel, for the first time, of a definite arrangement with the wire companies for cheaper transmission facilities and also for specific hours on certain stations. The new transmission arrangement was for four hours of wire time each evening, of which Colonel Steel emphasized one hour only (9 to 10 E.S.T.) could be available for transcontinental broadcasts. The programs to fill this daily national hour and two additional hours daily of regional broadcasts in the East and West he wished to have designated immediately.

Mr. Maher, however, emphasized that inasmuch as that was the first day on which any of us had been made aware of this arrangement for wires and stations, no one was to blame if programs to fill the time arranged for by Colonel Steel were not ready. He felt that important as this matter was, it should not be unduly rushed. He had been working hard with Mr. Dupont in Montreal during April on French programs and found they took a degree of effort and time which he said he had never previously anticipated. Mr. Maher suggested at this meeting that it might be advisable to go more slowly, to improve those programs already being broadcast, indeed that it might be well to consider broadcasting only the one national hour each evening during the summer months, leaving the more extended schedule until autumn, but he added that that was only a suggestion for consideration.

At that meeting it was decided that certain programs, then being broadcast in Montreal or about to be arranged for from there under the direction of Mr. Dupont and Mr. Maher, should occupy half of this national time weekly, viz., three and one-half hours. Programs already running under my direction occupied three hours practically completing the national hour. The Sunday, half of Monday, Wednesday and Thursday hours including the routing of the same, were under their direction, Tuesday, Friday and Saturday were mine and were originated in many different parts of the country.



14. *Chaotic Network Arrangements.*—At this time and especially during April there were at least five different people on behalf of the Commission making arrangements, more or less constantly, with the transmission companies for carrying its programs, with the most appalling chaos imaginable, all because of lack of definition of authority and proper organization. This condition I had foreseen and endeavoured to guard against over two months previously by verbal and written requests to the Commission for the appointment of a competent man to supervise networks and program exchanges.

15. *Arranged Series Programs Immediately Wire Facilities Extended.*—Though repeated requests, verbal and written, for proper program organization in Toronto and Winnipeg, had failed to elicit any response whatever and although the method of "farming" out programs which has always been practised so extensively by the Commission was distinctly against my ideas of sound production methods and against the best practice in every good broadcasting organization in existence, I, nevertheless did my best to meet the exacting conditions. I arranged immediately for a series of eight weekly programs from Toronto and submitted them to the Chairman who immediately authorized me to proceed, and to submit a memorandum covering them for consideration at the Board meeting the following day. In addition to these eight programs, I had already made tentative arrangements for the program later known as the hour of Gaiety and Romance.

Seven of these were adopted by Mr. Maher very shortly after he assumed full charge of Programs on May 18, 1933. Three of them have run consistently ever since and a fourth has recently been renewed. Two of them, "Singing Strings" now "Melodic Strings" and "The Hour of Gaiety and Romance" have been outstanding features of the Commission and broadcast over American networks. The former is the most finished artistic production on their schedules. Two were educational features which drew particularly favourable press comment. One proposed to feature a writer of distinct promise new to Canadian airways from Moose Jaw, though nothing has been heard of him since. Another proposed to feature the famous English actress, Mrs. Patrick Campbell, in a series illustrating the potentialities of the human voice. Mrs. Campbell is one of the greatest living exponents of the possibilities of voice inflection, with a wonderful repertoire and acquaintanceship among the world's greatest figures. The tremendous possibilities for publicity for the Commission in this feature were disregarded without the slightest consideration. The whole series, the list and details of which I should like to have included in this brief, were characterized by no less a person than the Prime Minister himself as "very good."

## MEMORANDUM MAY 16, 1933, TO CANADIAN RADIO BROADCASTING COMMISSION

MEMORANDUM TO MR. CHARLESWORTH,—

Reference our conversation of yesterday when we discussed various program features which I outlined and with which you advised me to proceed with as little delay as possible. These are as follows:—

1. *Rambles in Nature Land* with Stuart L. Thompson.

Friday, 7:45-8:00 p.m. EDST Eastern Network commencing May 29, 1933. A program of unique interest to both children and grown-ups.

Mr. Thompson is one of the greatest nature-study authorities in America. He imitates the calls of some 130 different kinds of birds and gives several calls and notes for many of them. He is an authority on the habits of the small

wild animals, the building of birds' nests, preserving of wild life and beautifying the countryside. He is the author of many articles in the "Out-of-Door" magazine. Mr. Thompson was the President of the Toronto Field Naturalists Club. He has given talks to children, school teachers, professional naturalists and other groups for many years.

2. *Books and Their Authors*, by Prof. E. J. Pratt, Toronto University.

Fridays 7:45-8:00 p.m. EDST, over an Eastern network, commencing May 26, 1933.

Both the above are first-class educational features.

3. *Stringed Orchestra* conducted by Alexander Chubaldin.

First man in America to organize a stringed orchestra for broadcasting. Since has been featuring similar combinations on the air on various occasions. With the stringed orchestra there will be outstanding soloists—Herbert Eisdell, Irving Levine, Jean Hessen, Billie Bell, Maxted, Shuttleworth, etc. This program commences May 26, 9:00-10:00 p.m. Eastern Standard Time, national network.

4. *Mrs. Patrick Campbell*.

The famous English actress and one of the greatest voices and personalities. Mrs. Campbell can illustrate perhaps better than any other living person the possibilities in the human voice. Her talk here, "Beautiful Speech and the Art of Acting" was a magnificent performance. I have discussed these features with several people. Almost without exception they were most enthusiastic and felt the Commission would get great credit everywhere for providing something of the very best class and illustrative of the finest in speech and voice.

Her program would vary but consist roughly of three minutes to make clear the subject; four minutes dramatic sketch (comedy); four minutes dramatic sketch (tragedy); three minutes poems (dramatic); three minutes poem (lyric); five minutes anecdotes or short stories of which she has a tremendous repertoire from her many years of contact with the world's greatest personalities from Sarah Bernhardt down.

Fridays with stringed orchestra—national network. Cost \$125 to \$150 weekly for one month.

5. *In Sherwood Days*—Musical-dramatic dialogue of episodes.

In the days of Robin Hood and featuring outstanding male quartet and soprano unaccompanied. The scripts of these are prepared and are the work of a new Canadian radio writer of considerable promise. A new and different feature.

This program will require five singers and three extras. Cost \$200. It will occupy the first thirty minutes of the Tuesday evening transcontinental hour commencing June 13th, as soon as the last symphony is over. The succeeding thirty minutes will be devoted to a half hour of bright numbers with an orchestra under Geoffrey Waddington.

Commencing June 13, 1933—National network.

6. *The Hour of Repose*—featuring Rex Battle.

With his orchestra of nine pieces including organ and Leonard Wookey, soloist, singing old hymns and sacred songs, including some negro spirituals. Some details are to be completed on this. Cost about \$275.

This program can only be suitably featured on Sunday evening from 9:30-10:00 p.m. That is not Commission time, as I understand it under our present arrangement, but stations would no doubt accept the program. 8:30-9:00 EDST

is too early in summer. 9:00-10:00 is a good time. This will prove an outstanding program.

Propose commence May 28th Eastern network.

### 7. *The Melody Boys.*

Featuring Lew Lloyd, master of ceremonies and Hill, tenor; Art Wright, Baritone; Art Thwaites, pianist; Jimmy Johnson, xylophonist and George Ketiladze, feature pianist.

Fridays 8:30-9:00 EDST. Commence May 26, Eastern network.

### 8. *Piano Recitals.*

Featuring such artists as Ernest Setiz, Gertrude Huntley, Reginald Stewart, Rex Battle, Vigge Kihl, Alberta Guerrere, Norman Wilks, Malcolm and Godin and others. Fees on these from \$35 to \$50. With this will be featured one other artist, violinist, cellist or vocalist each time.

Thirty minute program—Wednesdays 8:30-9:00 Eastern Daylight Saving Time.

Commence May 24, 1933—Eastern Network.

In addition to the above there is Mr. Stewart's talk on International Affairs or "The Way of the World" which we discussed some time ago and which should be an excellent program. It is very difficult to feature it on Sunday evening, owing to differences in time and church services, but it can form an excellent feature on one other evening from 7:30-8:00 Eastern Standard Time.

Consideration is also being given to using some of the summer symphonies from the Eaton Auditorium in July, as I explained.

Most expeditious temporary arrangements feasible covering the handling of these is being made. They of necessity involve a very great deal of detail which cannot be looked after properly under present conditions, inasmuch as the satisfactory production of radio programs on any regular basis presupposes a competent permanent staff to carry them on.

I should like to point out also in this connection that there are already some features of quite good quality running on Toronto stations, e.g., between 8:30 and 9:00 EDST there are four sustaining half hours put on by stations themselves. If we will fill these we relieve the stations of this obligation and if we have the wires steadily from six to eleven or from seven to twelve we could effect and exchange of these that would, I believe, save us money and could put upon them the obligation of providing programs of a good standard for certain definite periods indicated by the Commission. I think this would save all some money and provide more programs.

NOTE: (Cost of program No. 1 was \$ 35 weekly  
 Cost of program No. 2 was 25 weekly  
 Cost of program No. 3 was 400 weekly  
 Cost of program No. 7 was 101 weekly  
 Cost of other programs included under various headings.)

16. *Defence of Commission by Hon. Minister of Marine, May 11, 1933.*  
*Based on my work.*—On May 11, 1933, the Commission was subjected to an attack in the House of Commons almost unprecedented for directness and bitterness. On that occasion the chief defender of the Commission was the Hon. the Minister of Marine. Of what did his defence consist? It consisted of a recital of what the program division of the Commission had done up to that time, nearly all of which was my work, and an apology for the chaos created by the Technical Division. I would like to read a little of that.

MR. DURANLEAU: When I say enemies I mean those opposed to state control or state ownership of radio in this country. We expected opposi-



tion, Mr. Speaker, but I do not think this criticism is fair when it is remembered that the commission has been in charge of radio in Canada for only three or four months. Why not give these men a fair chance? I know they have been on the job from nine o'clock in the morning very often until twelve o'clock at night in order to give the best possible service to Canada. Of course they had to comply with the international agreements that are in existence, and on April 1 they had to make some changes in wave lengths. That has resulted in some criticism, but conditions will be remedied; give them time. Next June there is to be a conference in Mexico of all the countries of America, at which we will discuss the whole question of wave lengths. All these matters will be readjusted, and I think the commission should have at least a few months in which to satisfy the public. I do know that their aim is to give Canada the best service possible. We hear many local complaints, but if hon. members could go to the offices of the radio commission they could find volumes of letters of congratulation which are being received every day with regard to the program the commission have put on during the last two months. Hon. members would be amazed to read the congratulations they have received.

Mr. LAPOINTE: We certainly would be.

Mr. CHEVRIER: May I say to the minister—

Mr. DURANLEAU: I should like to mention a few of the things that have been done by the commission since its appointment. They started with the Christmas broadcast, with which I am sure everyone was pleased. We tried previously to have an imperial broadcast on Christmas day, but we could not get it. This year, however, due to the organization of the commission, that broadcast was successful and everyone was pleased. The commission has transmitted many programs by means of transcontinental chains to all radio stations in Canada that were in a position to take them. On the average this has amounted to about forty stations for each broadcast. We had thirteen one-hour concerts by symphony orchestras; surely that is something. We had eleven forty-five minute concerts by army, navy and municipal bands, and we had ten popular dance programs. In addition we had twelve one-hour French programs from Montreal and Quebec. I am proud to say that with respect to these programs the largest number of letters of congratulations have been received from various parts of Canada, from the Atlantic to the Pacific. The memorandum continues, giving the following details of broadcast:—

Choral societies and choirs—two one-hour programs.

Special events, such as finals and semi-finals in the Canadian hockey series, speeches by the Right Hon. Ramsay MacDonald, Right Hon. R. B. Bennett, and Sir Arthur Salter—seven programs varying from fifteen minutes to an hour and a half. I am glad to hear hon. gentlemen opposite applauding, because I am sure that every Canadian who listened to the remarks of the Prime Minister of Canada when he was in Washington on a recent occasion will admit that it was a great achievement for the radio commission to have brought over so clearly and distinctly the speeches made on that occasion.

In the western provinces radio listeners have been hearing for the first time in the history of the radio regular symphonic programs. A survey made by the university of Alberta some weeks ago showed that they were the most popular programs of any kind with radio listeners. Dr. Stapleford, head of the United Church's college at Regina, recently said that the commission's work for the west had been magnificent. A similar tribute with reference to the commission's work for the maritime

provinces was recently expressed by Hon. F. D. Richards, Prime Minister of New Brunswick.

One of the most remarkable of the commission's trans-continental broadcasts occurred on April 21st when the Western Canada High School's Orchestra, composed of 265 juvenile musicians from the prairie provinces, was assembled at Winnipeg and heard in a beautiful program. Commenting on this program, Mr. P. G. Padwick, the organizer of the concert, wrote: "The Radio Commission was able to do more for the extension of the orchestral movement in forty-five minutes than has been accomplished in ten years of hard missionary work."

The Empire Christmas broadcast brought upwards of 3,000 congratulatory messages from various parts of Canada. It could not have been carried out had the commission not been appointed. An attempt in the previous year failed because the necessary co-ordinating forces did not exist in Canada. The magnificent Anglican broadcast on Sunday April 23rd, was arranged through the co-operation of the commission; otherwise it could not have been organized. One of the other recent acts of the commission was the broadcasting to every part of Canada of Right Hon. Ramsay MacDonald's address at Washington on April 22nd. Without the commission's assistance this broadcast would have been heard only in the Toronto and Montreal areas.

We are to-day acting on the advice of a man of very considerable experience. As I say, I shall come to that point in a moment or two, but at present I am merely stating to the house what the commission has done, is doing and intends to do. Surely my hon. friends cannot expect the commission to have done everything conceivable during the short time that they have been in office. They did not own these stations in Canada; they have to hire wireless stations, and their operations cannot be expected to have been so far perfect. But they are doing their best and I hope that in a few months my hon. friends will admit with others that no other organization could do better than the commission has been doing.

It is the intention of the commission to organize a complete wire chain across Canada, tying in all the principal stations in each area throughout the country. This chain will be operated by the commission for a certain number of hours each day, and Canadian programs of the very highest calibre will be transmitted throughout Canada over these lines. It is the intention of the commission to secure the very best talent in all the cities throughout the country, and to have these artists broadcast from as many Canadian stations as possible. These programs will comprise all types of entertainment, including dramatic productions, talks and music, in such a way as to interest all classes of listeners in Canada.

Due to the wide variation in time between Halifax and Vancouver, it will be necessary for the country to be organized into a number of regional chains in addition to the main trans-Canada hook-up. This work is already well under way. It is the intention of the commission to have available at least four hours of Canadian programs each day. These programs will be clear of all advertising matter and will be transmitted at suitable periods for the various parts of the country.

Upon taking office in January, 1933, the commission found that an agreement had been signed between Canada and the United States, laying down very definitely the distribution of channels and power throughout Canada. This treaty had been arranged by the Canadian Legation with the State Department at Washington in May, 1932. This agreement made it possible for Canada to use an increased number of clear channels and permitted a very large increase in the power of Canadian stations. To

effect this agreement it was necessary for a few small stations to be reduced in power and for a number of changes in channels to be made throughout the country. Since the commission could only make these changes at the time of the renewal of the station licences, it was impossible for effect to be given to the agreement until April 1, 1933.

These changes have had the effect of clearing a great deal of interference from Canadian channels and, while it is possible that in some parts of the country certain American stations are not now well received, it will be found that other American stations carrying exactly the same chain programs can now be heard in those particular areas, whereas before these latter stations were blanketed by the Canadian stations. This is the situation which exists in Ottawa at the present time. American stations carrying all of the high class chain programs are now heard here that could not previously be picked up on any set in the Ottawa district.

With respect to western Canada, it is the intention of the commission to build two powerful stations which will give entire satisfaction to the west.

I am making a statement in connection with the west because of the complaints which have been voiced in this house. After a careful survey of radio conditions in Canada, the broadcasting commission consider that it is essential that two new stations should be erected in western Canada in order to serve this large area. It is proposed to begin construction of two high powered stations in British Columbia and in Saskatchewan. The coverage in British Columbia is at present very poor on account of the fact that only low power stations are available, and these are all in the vicinity of Vancouver. One large station, suitably located, would give excellent Canadian service to the entire province. The province of Saskatchewan is now served by a number of low power stations scattered over the southern half of the province. It is proposed to erect one large station near the centre of the area where satisfactory power supply can be obtained.

*17. Mr. Maher Supersedes Mr. Charlesworth as Director of Programs. Requested my Co-operation and Pledged Fair Treatment.*—At the Board meeting on May 17, 1933, five days after this defence by the Minister, Mr. Maher, the Vice-Chairman, superseded Mr. Charlesworth as Director of Programs.

Mr. Maher immediately called me to his office and requested my co-operation, which was pledged to him. He assured me of fair treatment. He instructed me to meet him in Toronto on May 21st to audition some of the programs referred to in my memorandum of May 16th. Following these auditions he expressed himself as well satisfied. He said he thought everything was moving splendidly, that he had not realized Toronto had so much good talent, and that Mr. Dupont and I would make an excellent team. Within a few days several of the programs already referred to and for which I had made arrangements were running. Subsequently, I made the arrangements for a national hour from Western Canada featuring Rimanoczy's Orchestra from Calgary and other good Western features, in fact for programs up to the end of June. It is interesting to notice special reference to Rimanoczy and Mr. Stuart Thompson in the Commission's schedules for the week of May 13, 1934.

In April, 1933, I had contacted the Universities' Conference and made preliminary arrangements for a series of interprovincial debates, which debates were completed some time ago. It is interesting to note that Mr. Maher made an announcement regarding these debates to the Press on September 7th, at Regina, and again on January 12, 1934, in Toronto, as though it were something he himself had suddenly thought of. The real credit for originating this



must be given to the Universities' Conference and particularly to Professor E. A. Corbett, of Alberta University, who had been carrying on inter-University debates for at least two years.

18. *Blamed for Criticism of French Programs Owing Lack of English Programs.*—Prior to May 17th, on all national programs under my supervision, the definite instructions of the Chairman were that the continuity and announcements were to be in French over CKAC or CHLP in Montreal and CHRC in Quebec City, and simultaneously in English over the remainder of the country. The sudden influx of French programs on the national network after May 1st, programs with the preparation or routing of which I at no time had anything whatsoever to do, called forth from organizations and individuals in many parts of the country protests which began to inundate the Commission. Mr. Maher and Colonel Steel then maintained that it was not too many French programs but too few English programs that had precipitated these protests, and their suggestion was that because (this even without proper staff) I had not flung on the air a lot of half-baked, inadequately rehearsed, ill-prepared programs, the programs in French then being put on had been made appear too conspicuous. This amazing suggestion was made in spite of my repeated requests for organization and staff to hasten the production of first-class programs. Apropos of the broadcasting of French programs, I should like to mention the fact that for three years the Radio Department of the Canadian National Railways, under my direction, provided over its Eastern network the finest French programs produced by any organization in Quebec, either before or since. These were equal in every way to any of the national programs in English, often superior. For convenience, a large part of all Canadian National Railways trans-Canada programs were originated in Montreal and French artists were consistently used on both French Eastern and English National networks. Indeed some of the best French artists refused to take part in any programs other than Canadian National.

When we broadcast for the Canadian National Railways the "Romance of Canada" series featuring episodes in the early history of this country, the pioneers of New France occupied the most prominent place in it. Such names as Champlain, Pierre Le Moyne d'Iberville, Dollard, Maisonneuve, Frontenac, Montcalm, as well as more humble but no less heroic figures like Jean Baptiste Lagamoniere, were blazoned across Canada as never before or since. Indeed, to such an extent was this unwittingly done that I was subjected to censure from other parts of the country. My only intention was, of course, to teach history, to build confidence in Canada and to create admiration for the early founders of this Dominion. I say advisedly that the "Romance of Canada" series did far more than any other broadcasts have ever done to create admiration and respect throughout the rest of Canada for the great figures of New France and through them for their descendents of to-day.

19. *Mr. Maher again Expresses Satisfaction with Progress being made.*—I did not see Mr. Maher again until May 31st, when he discussed programs with me, giving certain instructions in regard to broadcasting hotel orchestras and a Western program. Following that meeting he again announced that he was well satisfied, that he felt good progress was being made. He added that he was going on a fishing trip the next day and that soon after his return he expected to go West and take me with him. In the meantime, I followed his instructions and held auditions of several new features in Toronto. It is interesting to note that whereas I could get no staff appointments Mr. Maher was scarcely appointed before he began negotiations with Mr. Stanley Maxted in Toronto and Mr. Horace Stovin of Regina, within my so-called territory and under cover so that I would know nothing of it.

On the morning of June 8th, Colonel Steel and Mr. Maher returned from their week's fishing trip together and at the Board meeting the following day

the question of my demotion from the Program Department was discussed. It was discussed again on Tuesday, the 13th, and minuted on June 14th. This information was given me by the Chairman.

20. *Removed from Program Department Appointed English Secretary.*—I was asked to attend the Board meeting of June 14th, the first and only formal meeting of the Radio Commission I ever attended. The Chairman advised me that the Commission was reorganizing and in doing so had decided to abolish the position of Director of Broadcasting, Western Division, but was prepared to offer me the position of English Secretary, which really meant Assistant Secretary. This was the first intimation of any such move I had. When I had sufficiently recovered from my surprise, I asked the Chairman what the salary attached to this position would be and he told me a sum less than two-thirds of that which I had been receiving. I pointed out the difficult financial position this put me in. I emphasized the part I had taken in laying the foundation for the existence of the Commission. I urged him to be frank and to tell me the real reason for this action, but I could elicit absolutely no statement from the Commission beyond that in reorganizing they were abolishing my position. There was at no previous time any imputation of inefficiency nor could I secure at this time any statement whatsoever from the Commission other than that my position was to be abolished.

I found myself in a most difficult position. I was reluctant to throw away the valuable broadcasting experience I had gained in the past several years, the only outlet for which was now confined to the Commission, and I therefore decided to remain. Mr. Charlesworth expressed himself as pleased and relieved. I think he really meant it, although I told him it was but the first step to dispensing with my services entirely. The abolition of the position I had held turned out to be merely a blind. My suspicions were well founded for within a few weeks Mr. E. Bushnell assumed the work, preceded and then accompanied Mr. Maher on his Western trip and finally was definitely appointed to an identically similar position.

21. *Appointment changed to Supervisor of English Press.*—From this time onward I was the victim of the most extraordinary treatment. I took such work as Colonel Landry, the Secretary, designated to me. I was asked to attend the next Board Meeting and was then advised that owing to difficulties with the Civil Service Commission I could not be appointed English Secretary but would be make "Supervisor of English Press", reporting to Mr. E. C. Buchanan. I cannot believe that the refusal of the Civil Service Commission to be party to an appointment so obviously unnecessary as another Secretary was any disappointment to the Radio Commission. The whole manoeuvre was a thoroughly dishonest one, unworthy of any body of men charged with the responsibility of developing the cultural assets of our country.

Shortly after Mr. Charlesworth went to Western Canada and on June 23rd I wrote him at length reviewing my relations with the Commission. On July 6th, from Vancouver, Mr. Charlesworth acknowledged this letter, taking exception to none of it, and again expressed his satisfaction that I was remaining with the Commission. The letter is as follows:—

(Copy)

#### CANADIAN RADIO BROADCASTING COMMISSION

VANCOUVER, B.C., July 6th, 1933.

MY DEAR WEIR,—I was really sorry that I was kept so late in conference with Colonel Steel on the night I left Ottawa that I did not have a chance to say goodbye.

Your letter of the 28th has reached me here and I am glad you have decided to remain with the Commission. I have been up to the ears ever since I reached Winnipeg.

Yours sincerely,

(SGD.) HECTOR CHARLESWORTH.

E. A. WEIR, Esp.,  
Canadian Radio Commission,  
Ottawa, Ontario.

22. *Dismissal Without Hearing.*—On June 29th, I was advised I might take my vacation during the first two weeks in July. On July 15th, on my return, I received a perfectly amazing letter of dismissal, signed by Mr. Maher and written on the very same day as Mr. Charlesworth's letter from Vancouver.

## CANADIAN RADIO BROADCASTING COMMISSION

OTTAWA, July 6th, 1933.

MR. E. A. WEIR,  
550 Driveway,  
Ottawa, Canada.

DEAR SIR,—The Canadian Radio Broadcasting Commission has, for the first time this afternoon, become aware of your unauthorized action in promising the broadcast of the arrival of the Italian Flyers in Montreal to Mr. Lowman of the Columbia Broadcasting System. You will remember that by a unanimous action of the Commission you were removed from the program department as and from June 15th, 1933. From that date on you had no authority to take any action whatsoever in matters connected with the program division of this Commission. We now find that you have not only interfered with the program department but you have, without the authority of this Commission, pledged the Commission to feed to a foreign company a program which is being originated in Canada but not by Commission personnel.

The Radio Broadcasting Commission has held a special meeting this afternoon at which the entire case has been carefully considered. We have come to the conclusion that in view of what has happened it is impossible for you to continue longer in the employ of the Radio Commission. You are, therefore, notified that your services with the Canadian Radio Broadcasting Commission will terminate on September 1st, 1933. You will be given leave of absence from this office until that date and the Canadian National Railways will be instructed to terminate all payments to you as and from the 31st of August, 1933.

Yours very truly,

(SGD.) THOMAS MAHER,  
*Acting Chairman.*

The charge made against me in this letter was absolutely false. Moreover, on the day on which it was written I was within arm's length of the telephone all day, but no call from the Radio Commission reached me. Had there been any real effort or any genuine desire to ascertain the true position, I could have been available within twenty minutes. As it was, I was tried, convicted and sentenced on an utterly false charge without even the opportunity of a hearing.

Realizing the seriousness of such an accusation, I consulted Mr. A. E. Fripp, K.C., now Senator Fripp, and through him asked for an investigation of the whole affair. Mr. Charlesworth replied following his return to Ottawa that he had only heard of the matter belatedly through copy of a minute sent



him, that Colonel Steel had gone to Mexico, that Mr. Maher was on his way west, but he would have the whole question looked into. Finally, on August 21st, accompanied by Mr. Fripp, I met the Chairman and Colonel Steel. A careful record of what was said at that meeting was completed the following day and certified to by Mr. Fripp as a fair and correct account of what was said.

NOTES ON MEETING OF E. A. WEIR AND A. E. FRIPP WITH  
CANADIAN RADIO COMMISSION

Present: Hector Charlesworth, Esq., Chairman, Colonel A. W. Steel, Colonel R. L. Landry, A. E. Fripp, K.C., E. A. Weir.

Mr. Charlesworth read the letter of July 6th addressed to Mr. Weir and signed by Mr. Thomas Maher, and also Mr. Fripp's letter suggesting a hearing of the charges contained in Mr. Maher's letter, and then suggested Mr. Weir make a statement.

Mr. Weir stated that he had been telephoned to on or about June 6 by Mr. Lowman of the Columbia Broadcasting Company, who stated that Columbia wished to carry the broadcast of the arrival of the Italian flyers as picked up by the Commission. Mr. Weir had replied that there was no definite information so far as he knew about what would be done or where the pick-up if any would be from, so he was not in a position to say. He added that as it would originate in the Eastern Division or the area under the supervision of Mr. Arthur Dupont, he would confer with Mr. Dupont in regard to it. This, Mr. Weir stated, he did immediately, with the suggestion to Mr. Dupont that inasmuch as it would be broadcast over Columbia's network it would be excellent advertising for Canada. Mr. Weir stated that Mr. Dupont fully agreed with this on the advertising value and also that he would follow the matter up in due course.

Mr. Weir added that on June 16 following the receipt of a wire from Columbia making further inquiry he had spoken again to Mr. Dupont about Columbia's desire to carry the Commission's pick-up and asked him if he would pursue it. Following this conversation and solely out of courtesy to Columbia officials, Mr. Weir sent a wire reading as follows:

Anticipate no difficulty feeding you Italian flyers pick-up will be near Montreal Dupont will communicate with you.

Mr. Weir stated that this wire was based on information given him by Mr. Dupont during the conversation referred to, inasmuch as it was not anticipated then that there would be a broadcast from Shediac owing to the lack of wires from Moncton to Shediac.

Mr. Weir said he thought a letter was later received from Columbia in regard to the matter, which had been replied to and sent on to the program department, though on the details of this at the moment he was not clear. He claimed, however, that in none of these communications had there been any promise to Columbia that the broadcast from Montreal would be fed to them and that their insistent follow-up of the matter showed that they felt the same way. Mr. Weir added that he had had an opportunity to discuss the matter with Columbia officials and that their understanding as stated to him was that they did not regard any promise as having been made and that it was this uncertainty which had made them follow up the matter as they did.

The Chairman then read a letter from Columbia referring to the reply thereto, copy of which bore the initials "EAW." This letter from Mr. Weir stating that he had referred the matter to those looking after it and anticipated the broadcast would be given to Columbia, the Commission's claim was tantamount to obligating the Commission to Columbia.

Mr. Weir asked if he might read these letters and after doing so acknowledged the initials on the reply looked very much like his own, that though he could not definitely recall having written the letter he was not prepared to deny having done so, especially in view of the fact that across the top of the letter from Columbia was written the words "Mr. Maher," indicating that the letter was referred to Mr. Maher, as it was the custom in the office to refer all letters so marked to the party indicated. This writing Mr. Weir identified as his own and claimed that if the letter did not reach Mr. Maher it was not his fault. He did not see Mr. Maher personally about it.

Colonel Steel read a memorandum sent to various employees of the Commission in May instructing that no employee must obligate the Commission to any expenditure whatsoever for broadcasts without first securing permission. Mr. Weir acknowledged having read and he believed initialled the memorandum referred to. Colonel Steel said that it was not enough to consult with an employee of the Commission. The wire from Columbia on July 6th he said was the first information any of the Commissioners had regarding Columbia's wish to carry the broadcast. Mr. Charlesworth added that it was after the receipt of this wire that investigation had brought to light the correspondence with Columbia, Mr. Jackson at that time having found the letters referred to.

Mr. Charlesworth said that Mr. Weir should have referred the matter directly to one of the Commissioners and that if Mr. Maher had not been there then either he himself or Colonel Steel should have been advised. He added that this particular broadcast had been the subject of discussion by the Commissioners for some time, indeed since May. Mr. Weir said that he felt that by discussing it as he had done with Mr. Dupont who was in charge of the Eastern Division where it would originate, and in referring the letter to Mr. Maher as indicated by the writing identified by Mr. Weir, that it would be taken care of properly.

Mr. Dupont was asked to come into the meeting and at Mr. Charlesworth's request Mr. Weir repeated his previous statement. Mr. Dupont said he remembered Mr. Weir's first conversation with him as mentioned regarding Columbia's desire to carry the broadcast and also admitted that Mr. Weir might have spoken to him on the second occasion regarding it—of the latter he was not certain. This he said was previous to the offer made to the Commission by the Marconi Company to handle the broadcast at a price, he thought, of something like \$700 from N.B.C. and \$700 from the Commission, which Mr. Maher thought to be too high. Colonel Steel asked Mr. Dupont if he had brought before the Commissioners the matter of Columbia's desire to carry the broadcast as communicated to him by Mr. Weir, and Mr. Dupont replied that he had not.

Colonel Steel stated that the broadcast had cost the Commission something over \$1,500 and Mr. Weir enquired whether the Commission had previously obligated themselves to any part of the sum mentioned to Marconi for their share of the proposed broadcast from Montreal. Colonel Steel replied that they had not; that following the decision to broadcast from Shediac they had abandoned the idea of broadcasting from Montreal and had decided to leave this to N.B.C. entirely and not to carry it in Canada. The N.B.C. having heard that Columbia also expected to carry this broadcast, protested, and it was after this and after a wire from Columbia on July 6th that the Commissioners had changed their mind and had decided that the Commission would handle and put over the broadcast and distribute it to both American companies on an equal basis.

Colonel Steel stated that he had tried, through his stenographer, on July 6th at eleven in the morning and again at four to get in touch with Mr. Weir, but without success. He had then been advised by the Publicity Department that Mr. Weir was away. Mr. Weir stated emphatically that he had been in his house during the entire day and due to some domestic work he was engaged in had been within it, close to the telephone almost all the time. Mr. Charlesworth enquired of Mr. Weir as to why he was absent from the office and Mr. Weir advised that he had been given holiday time on written authority from the Secretary.

Mr. Fripp said that he felt in view of the wording of Mr. Weir's letter to Columbia his client had probably exceeded his authority to some extent, but that the action of the Commission he felt, under the circumstances, was unduly summary and drastic because in any case he was sure there was no intention to assume such authority and that this should be taken into consideration. He presumed that there was nothing else against Mr. Weir.

Colonel Steel then said that it had been necessary in June to move Mr. Weir from the Program Department to another department on account of inefficiency. They felt they had not been getting results. Mr. Charlesworth said they had tried to make Mr. Weir English Secretary and had met the Civil Service Commission on this, but without satisfactory results. They had then decided to place him in the Publicity Division of the Commission. Mr. Weir enquired whether this appointment had actually been made and Colonel Steel said it had. Mr. Weir said he understood all these appointments must be confirmed by Order in Council and that he had been under the impression that had not been done. Colonel Steel said that it was being done on a month-to-month basis.

(Signed) E. A. WEIR.

I consider Mr. Weir's summary of the proceedings as outlined above is a fair and correct account of what was said at the enquiry held by Board on August 21st, 1933.

(Signed) A. E. FRIPP.

On August 24th, Mr. Charlesworth wrote to Mr. Fripp the following letter:

OTTAWA, August 24th, 1933.

DEAR MR. FRIPP,—After giving the fullest consideration to the case of your client, Mr. E. A. Weir, the Commission has decided that it cannot retain his services after August 31st.

The only place it could use him is in the publicity department and the condition of his memory, as revealed in our examination of him and in connection with several other matters of which you are not at present cognizant, shows that he would be valueless to us and indeed might get us into trouble. I regret this decision very much because I have had a strong personal liking for Mr. Weir, but his inability to serve us effectively in any capacity is now apparent.

With kind regards, I am

Sincerely yours,

HECTOR CHARLESWORTH,

*Chairman.*

A. E. FRIPP, Esq., K.C.,  
Barrister,  
56 Sparks Street,  
Ottawa.



The suggestion contained in it is a gross misstatement of the most contemptible kind and is in line with similar suggestions made in other quarters.

So I was dismissed on this false charge even with the facts before the Commission, while Mr. Dupont, who admitted he had failed to take any action or even report on such an important matter as the request of the Columbia Broadcasting System to be allowed to carry the broadcast of the arrival of the Italian Flyers in the U.S.A. even when it was twice brought to his notice, was retained and not even censured.

*23. Shediak Broadcast Badly Planned—Colonel Steel's Statement Incorrect.*  
—There are three points in regard to this matter to which I should like to briefly refer:—

(1) Colonel Steel's reference to inefficiency. I want to repeat now that this was the first and only occasion that anything of the kind was ever mentioned to me. Such a reference is amusing, in view of the fact that when the Commission was attacked in the House the defence they made was based on work that was almost entirely mine. (2) My letter to the Columbia Broadcasting System. Publication of the original letter in the files of the Columbia Broadcasting System will prove beyond contravention that I disavowed any responsibility for their getting the program, and I should appreciate this Committee obtaining the loan of it for verification. (3) The statement of Colonel Steel, that following the decision to broadcast from Shediak the Commission abandoned the idea of broadcasting from Montreal. That statement I believe to be false.

Upon receipt of Columbia's wire of July 5th, Colonel Steel advised that Company that the proposed broadcast from Montreal would be exclusively National Broadcasting affair in the United States. Columbia then claimed that having always treated Canada generously in such affairs they had as much right to the broadcast as had the NBC. On reflection, the Commission decided to distribute it to both American networks on a basis of equality. That decision, I submit, was made some time between July 6th and 8th and was never changed.

Subsequently, on July 11th, on being approached by certain interests with a proposal to pick up the arrival at Shediak from an aeroplane and rebroadcast it from Moncton, the Commission adopted that idea. Early Thursday morning, July 13th, this plane left Montreal for Shediak, arriving there only a couple of hours before the Italian fleet. They found the situation at Shediak utterly chaotic. At the last minute it had been found quite impracticable to broadcast short wave, so the plane was used to fly from Shediak to Moncton with "eyefulls of arrival" and by means of description and considerable faking, that part of the broadcast was put on. Everything else was hopeless confusion. The Commission's own technical staff only arrived on the spot long after the flyers and were driven wildly from Moncton to Shediak only to find their short wave apparatus useless. Indeed the whole broadcast of the arrival at Shediak was saved only by a most singular and wholly unanticipated piece of luck. A single telephone line (not less than two pair are ever used for any properly arranged broadcasts) was got into action about thirty seconds before the speakers were ready. Otherwise the broadcast would have been a complete flop.

Did the Columbia Broadcasting System know all these plans? It did not until its officers read about them in a brief despatch in the "New York Times" on the morning of July 12th, the day before the broadcast, and it was only after keeping a long distance line open to Montreal all that afternoon and most of the night that they were able to verify on the following day, nearly noon, that there was to be such a broadcast. Did the National Broadcasting Company know of it? I understand that they were in receipt of no advice from the Commission regarding the Shediak broadcast; in any event, the NBC missed out completely on it. Only Columbia carried it in the United States.

I submit that the Commission agreed to send the Montreal broadcast to both American networks on an equal basis several days before it ever decided to attempt a broadcast from Shediac. The latter was an eleventh hour decision and the statement by Colonel Steel that the broadcast from Montreal was abandoned when it was decided to broadcast from Shediac I submit was false.

*24. Appeal to Prime Minister and interview with him.*—Although I was repeatedly approached by the press for the whole story, I decided it was only fair to await the return of the Prime Minister from London and lay the whole affair before him. On September 14th the Prime Minister received me, the Hon. H. H. Stevens, Minister of Trade and Commerce, at that time also Acting Minister of Railways, being with him. His reception was exceedingly cordial and sympathetic.

At Mr. Bennett's request, I briefly reviewed for the benefit of his colleague my relations with the Commission. When I had finished Mr. Stevens said, "Sounds to me their case is pretty thin." Mr. Bennett replied, "Yes, I have no hesitation in saying that you would never have thought of doing such a thing, and neither would I." When I reviewed the list of programs I had arranged from Toronto and submitted to the Board on May 16th, Mr. Bennett showed the list to his colleague and expressed his opinion that they were good programs, and made the same comment in regard to programs put on by the Canadian National Railways under my supervision.

We discussed the meeting of Mr. Fripp and myself with the Commission on April 21st, and Mr. Bennett read carefully that part dealing with Mr. Fripp's comments and his certification.

Mr. Bennett then said he had every sympathy with me but was quite aware that was not of much material use. The Commission was created by Statute and after all was its own boss. He added, "I have not examined into your legal standing on this matter, but inasmuch as you have made a personal appeal to me, I felt it was only fair and just I should see you." He expressed regret that I had not got in touch with the Government earlier through some Minister such as Mr. Stevens or Sir George Perley. Mr. Bennett was uncertain what action he could take. He agreed that if I returned to the Commission now it would be impossible for me to accomplish anything.

Twice during this interview Mr. Bennett asked me not to forget the very difficult and delicate position in which this action of the Commission had put himself and his colleagues. On the second occasion, I replied that I had a particularly keen appreciation of that position, perhaps more so than anyone else, especially when I remembered that he had to deal with a man like the Chairman of the Radio Commission, who had not hesitated recently to write a letter or letters to outstanding people making suggestions similar to that in his letter to Mr. Fripp and also suggesting that I had been unloaded by the Canadian National Railways on the Commission.

Mr. Bennett replied, "Yes, I believe that is so. I understand they are doing that." He then added, with emphasis, "Well I know you were not unloaded. I know definitely myself that you were asked for," and added, "Well, hold your horses for a few days and we shall see what can be done. You will hear from us soon."

You may be told by the Commission, if you have not been already so told, that I was inefficient, that I was not amenable to discipline, that I delayed progress, that when they were ready to go ahead with program expansion I had done nothing. Such rumors have been circulated. I think I have shown clearly that such suggestions are but the cloak for other designs and that it was impossible to make progress without authority, and with three people instead of one directing executive work.

## OPERATIONS OF THE CANADIAN RADIO BROADCASTING COMMISSION

Let us turn now from the personal to the impersonal and ask, how has the Radio Commission fulfilled its functions as an institution charged with a responsibility second to none in this country? I refer to its power for the development of social and cultural values, for national unity and inspiration.

This examination might be based under three heads:—

- (a) Technical,
- (b) Commercial,
- (c) Programs.

Under these heads I submit:—

1. That the reallocation of wavelengths as carried out under the direction of Colonel Steel has resulted in chaos and has been the greatest cause for dissatisfaction of all the many blunders of the Commission; that it has done irreparable injury to the whole cause of nationalization; and that the manner in which it was put into effect showed an utter disregard for, and complete lack of understanding of public relations. Any suggestion that the Commission found itself saddled with this condition is sheer subterfuge because Colonel Steel was the chief technical adviser to the Minister to Washington when the treaty of 1932 was negotiated.

2. That in spite of emphatic press warnings before the charge, the Commission deprived its own station, CRCT Toronto, and the largest body of licence payers in the Dominion, of one of the best channels in order to make it available to a full time Columbia outlet, CKLW in Windsor, thereby reducing the audience of CRCT to a fraction of what it was, thus causing intense dissatisfaction in Ontario and driving listeners from Canadian to American programs.

3. That the creation of an addition 5 KW. station in Montreal was a fundamental error, a gross waste, and set up needless competition, thus tending to break down and undermine the radio set-up in that city. That any intelligent business interest faced with a similar situation would have proceeded to expropriate one of the existing stations, as is fully provided for under the Radio Broadcasting Act. This action and that referred to under No. 2 has resulted in seriously undermining the cause of nationalization in the two largest paying centres.

4. That the Commission's studio and staff arrangements in Toronto are unsoundly based, the studios inefficient, the engineering bad, and the staff finally responsible to an outside authority instead of to the Commission itself. That Canadian programs get secondary consideration over the Commission's Toronto stations.

5. That, though the Commission has acquired or built two 5 KW. stations, one 1,000-watt station, several 100-watt stations, and is now proceeding with a second 1,000-watt station, all in Ontario and Quebec, it has done nothing to implement the promise made on its behalf in the House of Commons on May 11, 1933, by the Hon. Minister of Marine (see Hansard) that it intended to erect two new powerful stations in Western Canada, one in Saskatchewan and one in Vancouver. Thus, the very parts of the country most needing improvement have been neglected for those parts where service was already best.

6. That the arrangement concluded by Colonel Steel with the transmission companies is erroneously based and not designed to render the most efficient broadcasting service nor the greatest income to the Commission.



7. That the whole matter of developing the possibilities of commercial income has been handled in an incredibly inefficient and stupid manner, characterized by unnecessary delay and no adequate or systematic follow up; that this has resulted in,—

- (a) Substantial decreases in revenue from CRCT Toronto, CRCO Ottawa, and CRCV Vancouver, when compared with that secured under their former managements, this without any improvement in the standards of commercial programs on these stations.
- (b) Alienation of the sympathy of network commercial advertisers.
- (c) Abandonment of its pretensions to develop commercial network advertising after having planned a pretentious campaign.
- (d) A negation of the 5 per cent limit in the Radio Broadcasting Act itself and the advertising of spot announcements.

8. That the Commission has discouraged initiative among local stations and lowered their standards, at the same time needlessly spending money itself on programs local stations would gladly have produced and the production of which if properly handled would have encouraged healthy competition among them.

9. That the Commission took over from private stations a flock of programs of mediocre quality, judged by the standards it should have and was expected to set, altered them slightly, renamed them under racey titles and proceed to publicize them as Commission productions. Hence its claim to an extensive schedule of programs, which generally amounts to little more than a jumble of mediocrities.

10. That the policy of the Commission, whereby it will transmit and give credit on the air to voluntary organizations or to commercial institutions in whose premises it originates programs but will not transmit over its network or give credit to local station productions, is wrong, especially in view of the shortage of funds with which it is faced and the desirability of securing the harmonious co-operation of local stations.

11. That the Commission's programs lack ideas, originality, brilliance, finish and national character; that it has not on the air to-day a single program which leaps to the mind as embodying these characteristics; hence they are difficult to publicize. This is the result of its failure to create any genuine production organization of its own, manned by individuals of broad cultural background and thorough training, the educational qualifications of its program organization, which is supposed to set standards in art, culture and education being decidedly second rate. Mediocre announcing and particularly dull and uninspiring continuity feature its offerings.

12. That the practice of the Commission in engaging on exclusive yearly contracts certain artists, especially in Toronto and Montreal, has been unsound, has not enhanced the standard of its programs, but has resulted in intense dissatisfaction and discouragement among a great many competent and versatile artists.

13. That the audition practices of the Commission as illustrated by its methods in Toronto last season were a disgrace to such a national organization and provoked widespread disappointment and dissatisfaction with the whole idea of nationalization.

14. That, in view of numerous international broadcasts of great events or by Empire and world figures available by relay through American or British sources, the Radio Commission has fallen down almost completely in making them available to Canadian listeners. No worthwhile effort has been made to

link Canada with Great Britain or other units of the Empire, except through the good nature of a foreign country and that only at very long intervals, thus a direct responsibility has been unrecognized, a vital factor in the stimulation of Empire consciousness ignored.

15. That its American programs and exchanges have been the chief bulwark of the Commission, notably the New York Philharmonic and Metropolitan Opera, neither of which cost it anything, the latter being paid for by Lucky Strike. That these American programs are mainly responsible for whatever commendation the Commission has received, especially in Western Canada where they were formerly difficult to get.

16. That any betterment in Canadian broadcasting attributed to the Commission is mainly the result of improved transmission facilities, i.e., wires plus American programs, and that this result could have been brought about at a fraction of the present cost instead of by building up a lop-sided organization which has eaten up in salaries and administration expense over one-third of the money spent.

17. That Commission programs broadcast in the United States, with the exception of "Sous les Ponts de Paris", have lacked Canadian atmosphere and character, the Commission thus missing a great opportunity to publicize Canada.

18. That most of the so-called educational broadcasts of the Commission have lacked the essentials of genuinely educational broadcasts and in nearly all cases were not the result of its efforts at all. For practically all of these it provided facilities for transmission only. Its educational programs were designed more to give the appearance of doing something rather than to answer any definite need or purpose.

19. The regulations of the Commission are subversive of the free expression of opinion and that it has subverted such expression, as clearly illustrated in its action in regard to the radio address of Prof. T. W. L. MacDermot, Secretary of the League of Nation's Society.

20. That the Commission has failed almost completely in the greatest and most fundamental purpose of radio in a young country like Canada, viz., to give expression to the undeveloped talent and latent cultural resources of its diversified people. This is clearly shown in its failure to develop or encourage new talent of practically any kind. Its failure on this point condemns it out of face, for with \$1,000,000 it has not even maintained the tradition of several of the best commercial broadcasters. This failure to develop talent is not only admitted by Mr. Maher but, worse still, has been defended before this Committee as something for which it has neither time nor organization, hence cannot be expected to carry out.

21. That the Commission likewise has failed to provide any adequate expression for the finest talent in the country; that there have not been or are likely to be under its auspices programs comparable with the Imperial Oil series, the CIL Opera House of the Air, the C.N.R. or C.P.R. productions, largely because there are no such personalities behind them as made those mentioned possible.

22. That the Commission has discouraged dramatic writers and talent, both by failure to recognize promising talent and by paying scandalous fees and endeavouring to compel all producers, actors and writers to meet the price standard set in Montreal.

23. That too large a percentage of its expenditures has gone to overhead and too little to programs.

24. That the Commission has become politically suspect, in spite of the emphasis laid upon the avoidance of this condition by the Radio Committee of 1932.

25. That the set-up of three salaried Commissioners is fundamentally wrong and that the Commission can never carry on the work for which it was created successfully or harmoniously as it now exists. That its essential executive functions and the direction of broad general policy should be divorced.

In so criticizing the operations of the Commission, I hope that I shall not be charged with trying to ruin nationalization, with attempting to do away with public service broadcasting, inasmuch as there are people who class those who attack the maladministration of this Commission as opponents of nationalization. Fortunately I cannot be so classed, for the work of the Canadian National Railways Radio Department, carried on under my direction, laid the foundations as much as anything else for the legislation resulting in the creation of this Commission.

How has the state of affairs I have outlined come about? Is it the fault of nationalization or the method of putting it into effect? I submit that the difficulty is largely the latter. The set-up was contrary to the recommendations of those who did most to bring about nationalization and who did such a magnificent work in mobilizing public opinion from one end of Canada to the other behind public service broadcasting. I refer to the Radio League, through whose action a unanimity of opinion was created such as has rarely been gathered behind any project in this country.

The essentials of these recommendations were based upon the practice in Great Britain where the direction of major policy and actual management are divorced from one another in what almost amounts to a new form of public utility. It was suggested that a Canadian broadcasting company should be established upon a basis that would enable Parliament to control major policy but give to the company wide responsibility as to administration. The idea was that a Board should be appointed representative of the several parts of the country, upon consultation with the several party leaders in order to get away as far as possible from the probability of political suspicion and criticism. It was recommended that all executive functions under the Board should be undertaken by an able and experienced Director-General. It was also recommended that private operation and competition in the development of programs should be encouraged.

There have been numerous suggestions before this Committee that if the Commission were given all the licence fees a much better job could be done. But the facts are that the Commission has been spending at the rate of \$1,000,000 a year and has been receiving approximately all the money available from licence fees unless the whole suppression of interference service of the Department of Marine were wiped out. Otherwise, what additional funds could it collect? Licence fees in 1932 amounted to, roughly, \$1,400,000. This year, in spite of the Commission's expenditure, they are about \$100,000 less. Out of this about \$70,000 is paid in administration charges in connection with the collection of the licence fees, a function which certainly should not be turned over to the body spending the money and which has had and will continue to have under any circumstances enough troubles of its own.

The suppression of interference, an extremely valuable service always most efficiently administered, absorbs about \$160,000 per year. There is no reason to believe it could be done for any less by the Commission and every reason to believe its administration would be less efficient. There is no reason whatsoever to presuppose any substantial jump in revenue from licence fees next year or the year after. Extra pressure might get a little more but it is hardly likely to make any great difference. Certainly any additional money over and above the purposes referred to should go to whatever nationalized body exists. But any sum now in view at the present licence fee is utterly inadequate under the present policy to make any great change in the picture from either a technical or program standpoint.



The public in its present temper toward this Commission will not stand for any increase in licence fees. Indeed I recall seeing a statement some time ago by the Chairman that the Commission had found by economizing and careful management it could get along very well on the present licence fee, demonstrating clearly he had no idea what the Commission was up against. It is doubtful if a tax on tubes would be any more acceptable. It is clear, therefore, that there must be a new orientation toward the whole problem, that a spirit of co-operation with existing facilities must take the place of the attitude which has characterized the operations of this Commission. Clearly, that cannot be brought about by the present Commission, which has allowed its opportunity to pass. It has too much of a past to live down. Nevertheless, this very condition makes the need all the more urgent. Now is the time to rescue nationalized radio before it becomes engulfed in the eddies of the next general election, and while political co-operation may still be possible, instead of leaving it until such action may become much more difficult, if not impossible.

Under these conditions and in the knowledge that the problem is a financial as well as a cultural and educational one, I suggest that:

(1) The present three-men-salaried Commission be abolished and a Board of at least five of the most outstanding citizens in the Dominion be set up. There are men big enough and unselfish enough to make up such a Board in just the same way as they serve the National Art Gallery or a dozen other great enterprises in this country. The positions should not be salaried, otherwise they would immediately subject the government of the day to unwarranted pressure from self-seekers.

(2) The administrative and executive functions of the Board should be entirely divorced, the latter being conducted by one general manager who would have charge of all operations and be answerable to the Board.

(3) The wire service of the Commission be expanded on a continuous hourly basis throughout the later afternoon and early evening. To do this would permit of greater flexibility in program service. Time required for commercial network programs could be sublet.

(4) That a sustaining program interchange between privately owned as well as Commission stations should be set up, encouraging them to compete with one another and thereby providing a reasonable number of sustaining programs and relieving the Commission of such expenditure. The co-operation of existing stations is a factor of prime importance. Centralization can be altogether overworked in such an enormous country as Canada. Regional development has quite as important a place as the routing of popular features from the larger centres.

(5) That, as rapidly as possible, a regular daily or weekly service, however limited, be set up between Canada and Great Britain.

(6) That more of the best American programs be brought in and broadcast nationally, thus increasing the number of first-class features.

(7) That the program expenditures of the Commission be restricted to the production of a limited number of outstanding features, as nearly representative as possible of the best in Canadian art, instead of being spread over a large number of mediocre productions.

(8) That a program organization be created in Montreal and Toronto more nearly representative of the best in both French and English culture, i.e., program personnel should be reformed and augmented by adding persons of outstanding ability and authority; that the same principles gradually be extended to other parts of the country.

(9) That some intelligent systematic attempt should be made to give expression to undeveloped talent as well as more regular engagements to the greater artists in the country.

(10) That local Advisory Councils and a General Council, provided for under the Act but as yet never appointed, should be set up to give expression to regional aspirations and to help share responsibility.

(11) That the headquarter's clerical and technical staff be cut down unless substantially greater financial resources are available, as both are overloaded when the amount of money now available is considered.

(12) That the policy of subsidizing small 100-watt stations, whether for rental of time or wires to carry programs to them, should be scrupulously inquired into, for if continued as at present many of them may become liabilities to their owners or to the Commission.

(13) That the headquarters of the Commission be removed from the Capitol and located at either Montreal or Toronto.

(14) That the collection of licence fees and the maintenance of the suppression of interference be left in the thoroughly capable hands that it has been in for years. The body spending the money has enough troubles without taking on the task of collection.

With these recommendations carried out in a conciliatory manner, I believe there is still some chance to develop and preserve some semblance of that which the people of Canada had every right to expect from the Radio Broadcasting Act of 1932, which grew out of the deliberation of the Committee on which several members of this Committee took such a prominent part.

2. When the Commission took over CKGW last May, that station had by far the largest and most consistent audience in Canada. I have asked many people in and around Toronto during the last six months, people who ought to know how the audience of CRCT compares to-day with that of eight months ago in numbers and the unanimous verdict has been that at the very maximum its present audience for Canadian programs is not more than one-third (and most have said one-quarter) what it was last May. Every individual I have discussed this with has agreed that estimate is generous if special American features like Amos and Andy are excluded.

The heavy background of noise which has so long characterized reception over CRCT was already prevalent on the wave it now uses at the very time it was changed from 840 to 960 KC., on July 15th last. Even in many parts of Toronto this background of interference makes pleasing reception impossible. In the rural areas of Ontario, it is simply out of the picture. Only a few days ago I heard a choir master from Guelph complaining bitterly that it was impossible to listen to CRCT with any degree of satisfaction in that city and that the American programs brought in by the Commission could invariably be tuned in much better directly from American stations. Everyone knows that CFRB took the place of CRCT months ago as the dominant stations in Toronto and throughout Ontario, and that is not merely because of an increase in wattage.

Early in July, 1933, the attention of the Commission was drawn to this condition, but to no effect. The Toronto Telegram and the Toronto Globe have made vigorous and constant criticism of it.

On July 5th, 1933, ten days before the change was made, the Radio Editor of the Toronto Globe said:

CKLW (formerly CKOK) is a full-time Columbia outlet originally located in Windsor because it could not secure a licence from the Federal Radio Commission of the United States for the necessary power to locate in Detroit. Originally CKLW, Windsor, was on 540 KC. when it was heard remarkably

well. That was the wave set aside under the new arrangement for Saskatchewan and inasmuch as there was no move to install the new outlet for which that frequency was intended, and the Commission knew there would not be any such move (witness the Chairman's interview with the Edmonton Bulletin on July 13, 1933). I submit there is no good reason why CKLW should not have remained on 540 KC. and the largest body of licence payers in the Dominion have been allowed to continue to get decent reception instead of reception which has reduced the audience of the station to a fraction of what it was and has impaired its commercial possibilities almost beyond recovery. It is suggested that the treaty obliged the use of 540 K.C. not less than 1,500 miles from the seacoast, even though there was no cause whatever for dissatisfaction on the question of interference during the entire time the 540 KC. channel was in use by CKOK.

Is the distribution of wave-lengths within Canada dictated from Washington? If not, why should the Commission deprive the most densely populated area of this country of one of the clearest waves to hand it over to what is a full-time American outlet? The Commission will not allow Canadian stations other than regular affiliates of American networks to carry American programs, but does not stop at making a present of one of the best Canadian waves.

3. The Radio Broadcasting Act gave the Commission full power to appropriate either CKAC or CKCF and that is what it should have done, thereby securing whatever goodwill went with the station (something it was not compelled to pay for), securing whatever network affiliations it desired and at the same time not adding to the keen commercial competition already existing in Montreal. It is idle to say that because CRCM has been leased and not bought outright that the position is thereby justified. This Committee has no doubt found that under the Commission's arrangement it is optional to apply the rental on the purchase of the property, so that it is not improbable CRCM may yet be bought outright. What business interest placed in the position of the Commission would not have attempted to negotiate the purchase of one of the stations already existing instead of resorting to the big stick of competition which it now finds impossible to exercise because it has already lost virtually all the commercial business it ever had in Montreal.

4. *Studio Arrangements in Toronto Wrong.*—One of my earliest recommendations to the Commission was that it should establish suitable studios in Toronto and Montreal, efficiently equipped, operated by a staff under its own direct control, and independent of other studios, none of which were really adequate for its purpose. When CKGW passed under the control of the Commission it was decided to surrender the studios in the King Edward Hotel which were utterly inadequate. It is said that, though I have no proof, an arrangement was reached with the Royal York Hotel whereby for \$500 a month the studios in the hotel, plus office space, would be available for the Commission, and substantial steps were taken by the hotel to give effect to it when suddenly the Commission pulled out and transferred its centre of operations to CKNC of the Canadian National Carbon Company. As the hotel previously had been paying a service fee for broadcasting its music over CKGW and its network affiliations, but stood to get practically as much free publicity under the new arrangement, the Royal York would have been well over \$1,000 a month better off, surely a tribute to the business capacity of its management. It is said that as soon as the Commission realized the position it hurriedly left this perfectly beautiful home and fled into the arms of CKNC.

An arrangement was reached whereby CKNC leased its transmitter, its studios and its staff to the Commission for some \$72,000 annually. CKNC enlarged and improved the studios and office space but inasmuch as that meant it was able to rent for good money what had for a very long time been nothing



but vacant space on the top floor of its factory, it too showed characteristically good judgment. The carrying of its staff and station over a very difficult and uncertain transition period in radio was also assured. Since then, the Commission has replaced CRNC's obsolete 500 watt transmitter with a new 100 watter so that it operates the two stations in Toronto, putting its own Canadian programs on the 100 watter when there are any NBC commercials to go over its 5KW stations CRCT simultaneously, e.g., at 10.30 on March 4th I heard Hind's Honey and Almond Cream with a Walt Disney Mickey Mouse program broadcast over CRCT while the Ottawa Temple Choir, the Canadian Press News Bulletin and the Weather reports went out simultaneously over the 100 watter CKNC. This is the regular practice.

The principle of having in the same suite of offices in Toronto a staff of several who report directly to the Commission and another staff of a dozen or more who owe first allegiance to CNKC, as has been the practice, even though their cheques come indirectly from the Commission, is bad.

The Toronto studios are not efficient, their acoustic qualities are decidedly second-rate. The Commission exercised no close supervision and made no systematic check-up by their own engineers during construction, but took the say-so of CKNC's staff. Moreover, the engineering of programs originating in these studios in Toronto during recent months has been bad, the worst of any station in Toronto. The levels have been erratic in the extreme and the procession of errors almost constant. This is due almost entirely to faulty organization in Toronto.

5. *Announcement of Western Stations Unfulfilled.*—It was announced in the House of Commons on May 11th, a year ago, long before any expenditures for acquiring control of station (except the three C.N.R. stations) were undertaken, that the Commission considered it essential that two new stations should be erected in the West and that it proposed to begin construction of one in British Columbia and one in Saskatchewan. Speaking before the Radio Manufacturers' Association in the Royal York Hotel on March 10, 1933, Mr. Charlesworth "directed attention to the great gap in the radio map of Canada and commented upon the lack of effective stations in Northern Ontario, the hiatus in the prairie Provinces and the difficulty of serving British Columbia." Has anything been done in these provinces? There has been nothing done except to encourage the revamping of a number of local 100-watters or the installation of more of the same power. Many places across Canada are putting up their little stations and the Commission is extending wire service to them instead of conserving its resources until it could erect at least one station that would be a credit to this country.

7. *Commission's Suddenly Volte-Face on Commercial Policy.*—In a memorandum I gave to the Commission I said (on April 5, 1933):

If the Commission is to get from its stations the revenue which it should, there will have to be some reasonably regular and sustained effort to secure whatever commercial revenue may be going. From now on appropriation and plans of commercial advertisers are being made for next year. The Commission's stations will carry with them some advantages, also some disadvantages, from a solicitation standpoint, though there is practically no advertising which they have formerly carried which should not be equally acceptable under the Commission's arrangement.

For months last Spring and Summer, no effort was made to organize the commercial possibilities. It was the job of no one person to attend to that. Finally, in September, in Montreal, the Chairman said to the Canadian Press:

We are not originating any commercial programs ourselves yet. Proposals, however, are now being discussed which will lead to a new

policy altogether, though it is premature to discuss them yet. I am anxious to see national broadcasting restored on terms reasonable to the advertisers which will be beneficial also to the newspapers.

"National broadcasting" here obviously meant national commercial programs. Then on September 20th the Ottawa Journal carried the following news dispatch:

The Canadian Radio Commission is contemplating an extensive campaign for the sale of time for advertising broadcasts. The following telegram was sent out by Lt. Col. W. A. Steel, one of the Radio Commissioners, on September 16th last, to certain commercial broadcasting stations:

Commission considering entering commercial field in effort increase number of first-class programs now available listeners across Canada. Stop. This involves making combined rates attractive to advertisers. Stop. Propose offering this service in form of number of chains covering various parts of Canada. Stop. Wire collect lowest net costs you can offer Commission for half hour and hour periods during day and also during night hours. Stop. This information must be in our hands by Tuesday next without fail. Please co-operate by forwarding information promptly as season is now well advanced.

(Signed) STEEL,  
*Radio Commission.*

The Journal dispatch added that CKNC, Toronto, had been appointed officially to organize the Commission's advertising campaign in Toronto.

Though the Commission constantly lived in crises, it is said that a near revolution followed the publication of this wire. In any case, there was quick action for on September 30th the Commission issued a new statement as follows:

For some time the Canadian Radio Commission has been considering a proposition laid before it with regard to sponsored advertising programs on its networks. A premature announcement of enquiries it was making of stations which appeared in the Press led to the assumption that the policy had been definitely decided on. This was not the case, although it was deemed wise to give authentic information on the subject under discussion to the public.

To-day the Commission considered the information it had collected from all sources and after discussing the question from every angle decided that at the present time it would not be advisable to go ahead with the plan. For the present, at least, network advertising will be left in private hands, the Commission continuing to avail itself of advertising for the support of the local stations it itself operates.

It was thus perfectly obvious that there had been a plan that later it was not to be proceeded with, that for the present at least network advertising would remain in private hands but that the Commission would secure such business as it could for the stations it controls. That the Commission had planned on the sale of its network programs to anyone who would buy them is clear, both from Colonel Steel's wire, and from the fact that after considerable effort the Commission did sell one of its programs, the "Hour of Gaiety and Romance" under the title of the "Popularity Hour" to Campbell's Soups. For a time, that company used Commission stations and then abandoned them, apparently because of lack of audience.

*Commission said to be Cutting Rates.*—The Commission may say that decreased revenue on its stations is because it has no interest in commercial

business, that it only takes what comes to it. Nevertheless, there is a very definite belief that it has been cutting rates, even as much as 50%, in order to get business away from CKCO, a little 100 watt station in Ottawa. The same may be true elsewhere. Moreover, though it now has a new 1,000 watt station in Ottawa, its rates are but ever so slightly in advance of those in force with the old 500 watt obsolete transmitter.

Then too, the Commission itself advertises "spot" announcements, a practice which was always taboo with the Canadian National Railways and some private stations. In spite of all this business was secured which the Commission, with its organization, is not able to get. Speaking of "spot" announcements, there have been programs running in Montreal and Hull under the very nose of the Commission which have been popularly and properly dubbed, "the Measles programs."

The Canadian Radio Broadcasting Act provides that the proportion of advertising authorized under the act shall not, unless by permission of the Commissioners, exceed five per cent of any program period. The regulations of the Commission, issued as at April 15th, read:

Except where special permission has been given by the Commission the amount of advertising matter of all kinds contained in programs broadcast from Canadian stations shall not exceed 5% of the time of any program period, e.g., in a quarter-hour program, forty-five seconds only may be given up to advertising matter.

No station shall broadcast advertising spot announcements between the hours of 7.30 p.m. and 11 p.m. No advertising spot announcement shall exceed 100 words. Spot announcements shall not total more than three minutes in any one hour.

In a speech before the Radio Manufacturers Association in Toronto, on March 10, 1933, the Chairman served notice on radio advertisers that these provisions meant what they said, and that they would not only apply to Canadian advertisers but also to American advertisers using Canadian stations. The result was like a bombshell among advertisers, and representatives of American networks for several weeks journeyed back and forth from New York to Ottawa to see what could be done about it. For a time, the law was the law with emphasis, and then the Commission hatched an amazing egg. It concocted a half-way provision with enough elasticity to permit almost anything. Had it been prepared to take advice or understood the difficulty of the position, this furore need never have arisen, but through characteristic lack of tact and judgment the confidence of the whole commercial fraternity, advertisers, advertising agencies and stations was seriously impaired at the very outset and at the very moment when the conservation of good will was most imperative.

*Ruling to Overcome 5% Restriction.*—What was the expedient, the sieve as it were, to which Mr. Charlesworth referred at a dinner of the Advertisers and also Sales Club in Toronto on April 23, 1933, and to which the big United States chains agreed so readily because they knew perfectly well it meant nothing. Here it is:

For the purpose of interpretation of Section 8, sub-section B of the Canadian Radio Broadcasting Act, 1932, dealing with the question of permissible advertising content of the programs transmitted from Canadian broadcasting stations, the Canadian Radio Commission has ruled that, for the present, advertising shall be considered under two headings:

- (a) Direct advertising,
- (b) Indirect advertising.

Direct advertising shall be considered as consisting of continuous sales talk *referring directly to the commodity* or commodities handled by the



advertiser, and which is broadcast from any station either by itself or in conjunction with a program given for entertainment purposes.

The proportion of direct advertising permitted by the Commission shall not, under any circumstances, exceed five per cent of any program period.

The total advertising content of any program period is to be kept within the five per cent specified by law whenever possible, but the Commission will consider as special cases, applications from stations or advertisers for approval to broadcast programs in which the combination of direct and indirect advertising may slightly exceed this figure, provided that the nature of the advertising is considered by the Commission to be acceptable to Canadian listeners. The complete continuities for all such programs, including the advertising content, shall be individually submitted to the Commission for approval, and shall be individually approved by the Commission before the program is broadcast from any Canadian station.

This regulation in its essence simply meant that direct mention of the name of the advertised produce was supposed to be limited to five per cent, but that plenty of talk of a general character exceeding the five per cent might be indulged in, educational information some call it. Does anyone think for one minute that the continuities of all programs exceeding these limitations have been submitted to or approved by the Commission?

CRCM the Commission's Montreal outlet which was set up in competition with CFCF and CKAC has lost practically all the business it had. Some commercial advertisers who used it for a few times obviously found it not worth while, or transferred their broadcasts to CFCF and CKAC. In spite of CRCM being a 5,000 watt station, advertisers have taken their programs off it to put them on a 400 watt station in Montreal.

8, 9 and 10. *Were Advised to Cooperate with Local Stations.*—In a memorandum which I gave to Colonel Steel on April 13, 1933, I said:

It is my belief that with wires available during the full evening hours whereby not only Commission programs may be carried but station sustaining features, organ recitals, dance orchestras and international exchanges may be fed to stations through the country of the Canadian Radio Broadcasting Commission's wire facilities, that sufficient would be made available without charge to provide a very substantial and satisfactory service. Such an augmented service I believe would create good will and save program costs to an extent that would exceed the limited revenue the Commission can afford to pay them.

And again, in a memorandum of May 16th to the Commission, regarding programs, I said:

I should like to point out also in this connection that there are already some features of quite good quality running on Toronto stations, e.g., between 8.30 and 9.00 p.m. E.D.S.T. there are four sustaining programs put on by stations themselves. If we fill these we relieve the stations of this obligation. If we could have the wires steadily from six to eleven or from seven to twelve, we could effect an exchange that would, I believe, save us money and could put upon them the obligation of providing programs of good standards for certain definite periods indicated by the Commission. I think this would save all some money and provide more programs.

But the Commission adopted the policy that whatever went over its leased circuits must be its own productions exclusively. It had so many hours of leased time to fill and having neither the money nor the organization to create

programs exhibiting originality they did the easiest and simplest thing. They played foster parents to the children of the local stations. The Commission has not only paid the production cost of these programs but now pays stations for broadcasting what they used to produce themselves. Instead of definitely limiting their expenditure to a very much smaller number of superior productions which local stations could not afford to produce but which would have proved attractive to those stations, at the same time creating competition among them in the production of programs good enough to be given credit for over a national or regional network the Commission closed off all such competition. Instead of encouraging local stations to do the best possible within their means, the Commission discouraged initiative and definitely lowered their standards. The Commission will broadcast an educational feature produced and sponsored by an outside organization but draws the line at station productions. It gives credit to commercial institutions in whose premises programs originate. Why will it give no credit to a local station? It certainly was the impression that the Commission was created to bring harmony to broadcasting and to co-operate with existing organizations instead of unnecessarily competing with them or pre-empting the results of their work.

10 (also refers 8 and 9). Of what else does the Commission's four hours per day, each week, consist? It consists mainly of mediocre productions, taken over from the privately owned stations, renamed under popular racy titles and publicized as Commission productions. Instead of the local stations paying for them as they had been doing and as most of them would have been glad to continue to do, the Commission adopted them as its full-fledged offspring and paid the bills. (Some people are unkind enough to say that it stole some of them.) Let me illustrate what I mean. In Halifax, the local station had been producing a pleasing program late on Sunday evenings called "Harbour Lights" consisting of poetry and organ music from the Nova Scotian hotel. Suddenly, and without notification to the local station, the Commission decided it was going to take over this program. Having developed the feature over several years, and regarding it as an asset, the local station was not prepared to hand it over. But it did offer the program to the Commission without charge, only requesting mention of the fact in the opening and closing announcement that the program was a presentation of the local station. Did the Commission accept it? It didn't. Instead, it commenced a program called "Atlantic Nocturne," almost identical in character, a little earlier on the same evening, with the result that the Commission's program was not broadcast in Halifax, the Commission incurred costs quite unnecessary and the value of the local station's own program was seriously depreciated.

At that time, a local station in Halifax was featuring Professor Stewart of Dalhousie University on Sunday evenings on "Current Events in the Field of International Affairs." The Commission was offered this last April. I recommended that it should be accepted as a sustaining feature from CHNS. Instead of doing that, this talk which was later adopted, was broadcast on Saturday, one night before it was carried by the local Halifax station. Professor Stewart's style and material under the Commission was, in my opinion, more cramped than under the local station auspices. Since then, he has been dropped and the Commission now has no commentary on current events, a feature of great value when well done and very general in every other country.

*Took Over and Renamed Creations of Local Stations.*--The Commission took over many other programs from local stations assuming artists' fees and other charges, thereby merely accumulating a large number of small and sometime mediocre productions when judged by the standards it should set up. As local station productions, these programs were very often quite pleasing and were



the best most local stations could afford as sustainers. They included many excellent artists. I know their quality well because for a year the Canadian National Railway operated an Eastern network whereby we exchanged a great many of them, thereby saving stations a lot of money.

Among programs of this class recently on the Commission's schedules are: The "Vesper Hour" from CKY; "Evangeline," an organ program the Nova Scotian hotel; the various hotel dance and concert orchestras, which are free; the "Presenting" artist series; "Hawaii Bound," "Music Chatter and Song," "Carefree Harmony," "Beautiful Lady," "Sparklets," "Only a Rose," "Rhapsodies in Rhythm," "The Serenaders," "Edgar Herring and Jimmy Namaro Xylophonists," "Pianology," "Arcadian Serenade," "Knights of Modern Melody," "Twilight Echoes from the Fireside," "George Peaker" organist, the "Hitchins Banjo Trio, While Hearts are Singing." All of these are no different, little if indeed any better than when presented by local stations.

Lest someone may think I am overdrawing this picture, let me recall some of the local station exchanges running one year ago on the network exchange between London, Hamilton, Toronto, Ottawa, Montreal, and sometimes to Moncton and Halifax. Among others, there were all the various hotel dance and concert orchestras going to-day, Rex Battle with the Royal York Concert Orchestra, Luigi Romanelli, Charles Dornberger, Morris Meerte, Joe DeCourcy Billy Bisset and others. Then there was Kathleen Stokes and several other good organists; Stanley Maxted and his trio, Helen Langdon and Alfred Edgecombe from Ottawa; George Taggart and Percy Faith, Romantic Pictures, Toronto; the R.C.R. Military Band from London; the Canadian String Quartette from Hamilton, a Russian trio, and the Old World Musicians from Toronto, Maldwyn Brazell, Anne Jamieson, John Ford, Chas. Stainton Lucas, Marguerita Nittall, Tom Hamilton, Wishart Campbell, Jimmy Shields, Thomas Dunn, Alex. Chuhaldin and many others from various points, as regular station sustaining features. These programs were generally quite the equal of the programs which have supplanted them.

11. *Commission "Farms" Out, Does Not Create Programs.*—Speaking broadly, the policy of the Commission has been to "farm" out its programs. It has had no real production organization of its own. Its programs lack ideas, purpose, originality, and for lack of distinctiveness are difficult to publicize most effectively. Instead of creating the nucleus of an intelligent, highly trained, broadly educated and cultured program staff, a sort of brain trust to create and develop ideas, it has been simply "flinging programs on the air." In Toronto, it engaged holus bolus the staff of CKNC and that staff is still paid through CKNC. The only man in program work at Toronto directly responsible to the Commission is Mr. Stanley Maxted. The others report directly to the manager of CKNC and are all employees of the Canadian National Carbon Company. In Montreal, the same policy is followed in a more exaggerated form. A couple of announcers and Mr. Arthur Dupont, who spends much of his time in Ottawa. In Western Canada, one man at Regina.

The greatest problem in radio to-day, and this applies to every other country as well as to Canada, is to discover those rare personalities whose thorough training, broad cultural background, peculiar ability and knowledge of radio technique fits them to train our latent talent and extract from it by example and inspiration the best that it is capable of giving. Radio in Canada has so far developed very few such personalities and some of the best of those who have been in it have been compelled to abandon it for other pursuits. Personal gain is not the prime consideration with such individuals, but freedom of action and opportunity to express themselves. No man is a capable program executive who is incapable of selecting the best assistants and the Commission's own productions are but a reflection of that failure.



12 and 13. *Commission Auditions Ridiculous Farces*.—What then has been its procedure? In Toronto it reserved several artists on a yearly contract at figures which it is said total some \$22,000 per annum, on the understanding they were to sign exclusively for the Commission. I submit that this procedure was the very thing not to have done, indeed the very thing that should have been most carefully avoided.

What happened? With its four artists on contract the Commission announced a series of auditions last June. Anybody might come. The "would be" artists would be heard by the staff artists already mentioned, an utterly improper method in itself. The press was invited to see the opening of the big show. Though 1,300 auditions were held in Toronto during the next three months, no new talent was discovered. Mr. Maher himself is the authority for this. On October 16 the *Toronto Star* said that the Vice-Chairman was told "The public doesn't believe that there was no suitable talent among the thousand auditions heard by Commission vocalists" and that Mr. Maher replied, "Nor do I. If the new program advisory board does not discover any new talent here, I'll want to know why." I submit that this whole audition procedure as carried out in Toronto was a disgrace to such a national body. Archibald Lampman, describing it in the *Toronto Star* on July 12, 1933, said:

But I do not ask you to accept my opinion alone on this point. Here is the opinion of the *Toronto Telegram* on this point, expressed only as recently as March 13, 1934:

The studios aren't having so many would-be radio folks applying for auditions lately. It seems now that the aspiring ones have given up hope of a chance at all. The Radio Board sent their hopes high last summer, but one disappointment after another has sent these same hopes dashing among the rocks. It's too bad, because much good talent is wandering around foot-loose, and certainly it never will be discovered. We tire of the same singers and players all the time. New voices must be brought into radio if it is to hold the interest that it has enjoyed for years now.

There is another interesting angle to this. There are persistent rumours in Toronto that some of those auditioned were referred to one of the artists under contract to the Commission for private lessons in radio technique. While the artist may have a perfect right under his or her contract to give instruction, the sending of those attending such auditions, if it is indulged in, is entirely wrong, is open to the gravest abuses and should not be tolerated much less encouraged.

In Montreal, have they done any better? Not so far as I can find out. Here again the Toronto procedure has been followed. Three or four people have been engaged on annual contract, the Lyric Trio with Allen McIvor, and used consistently as the "Lyric Trio" and on "Une Heure près de Vous." A prominent Montreal man recently cited the development of the Lyric Trio as one of the accomplishments of the Commission. The facts are that its members were frequently heard as a trio over CKAC and CFCF in Montreal long before the Commission existed and it was even broadcast over an American network nearly two years ago.

14. *International Broadcasts*.—It may be fairly stated that one of the prime reasons for the creation of a Central Broadcasting Authority in Canada was to provide a single point of contact when international broadcasts were under consideration. The Canadian Radio Commission might well be looked to as a prime mover in cementing the bonds of Empire through intelligent use of available radio facilities. It might be looked to as the body which would keep Canadians as intimately in touch with outstanding events and personages overseas as residents in countries not enjoying this basically efficient control of radio.

Therefore we scan the list of features originating both within the Empire and outside. So far as Canada is concerned, the only outstanding "event" broadcast was that of the arrival of General Balbo and his flying armada. The Montreal end of this was conceived and originated by a private company.

During its early days there was fairly active use of existing facilities by the Radio Commission in its early days when Canadians heard on,—

May 24, 1933—an Empire Day program.

May 31, 1933—English Derby running commentary.

June 12, 1933—King George's speech at opening of World Economic Conference.

Then came a prolonged lull, in fact a complete calm until December 25, when the Empire Christmas Day program was broadcast, followed by a fifteen minute program from London on New Year's Eve.

But in the meanwhile, those Canadians within range of American stations or privately owned Canadian stations with American affiliations, and through the interest of American agencies, secured a large number of important international broadcasts, e.g.:

May 17, 1933—Chancellor Adolf Hitler.

May 21, 28; June 4, 18, 25; July 9, 23, 30,—the International Radio Forum, in which the views of outstanding men in France, Germany and other European countries were voiced.

On June 12—a series of discussions on the World Economic Conference was opened by an outstanding commentator from London.

On July 11—Sir Josiah Stamp spoke.

On October 12—Stanley Baldwin opened a series under the title, "British Political Discussions." This was participated in by Honourable Arthur Greenwood, Honourable James H. Thomas, and Right Honourable Ramsay MacDonald.

On Jan. 9—a series under the title "Whither Britain" was inaugurated. The Speakers on this series included H. G. Wells, Winston Churchill, the Dean of Exeter, Ernest Bevin, George Bernard Shaw, Mr. Michael Roberts, Viscountess Rhondda, Professor Blackett, David Lloyd George, and Mr. Walter Elliott.

A further short series titled, "Enquiry Into the Unknown," which started January 19, dealing with Psychic Phenomena, brought Theodore Besterman and Sir Oliver Lodge, before an International audience.

Other occasional broadcasts included an address by Adolph Hitler on the "Foreign Political Situation" (October 14).

October 19—An address by Honourable George Lansbury on the "Futility of National Government."

October 20—Lord Robert Cecil on "Disarmament."

February 10—Anniversary of the founding of the Japanese Empire.

February 28—Description of Coronation of Pu Yi.

March 23—Running commentary on Grand National Steeplechase.

April 25—"Anzack Day" with an address by Sir Ian Hamilton.

April 28—Running story English Football Association Cup Final.

May 2—Banquet and address by Prince George on his return home from South Africa.

It is true that many of these were broadcast before 6 p.m. Eastern Standard Time, but the exercise of a little ingenuity, a Blattnerphone recording or co-operation with the B.B.C and Canadian line companies would definitely have permitted Canada at large to hear these events and Canadian Radio Commission to discharge its duty.

Canadians in certain parts of the country heard the President of the United States opening Congress—they heard neither the Governor General opening Parliament nor the Minister of Finance reading his Budget Speech.

It is at once apparent that no worth while effort has been made to link Canada with the Motherland or other units of the Commonwealth except through the good nature of a foreign country, and that at long intervals. A direct responsibility is thus neglected, a vital factor in the stimulation of Empire consciousness is practically ignored. Surely this is evidence of the lack of vision of the Canadian Radio Commission as presently constituted and the galloping apathy that has overwhelmed the whole organization.

Let us examine the extent and nature of the Commission's educational or informative broadcasts. The following list represents the major features put on during recent months:

- (a) Talks by Mayors of Canadian Cities.
- (b) Talks from the Young Men's Canadian Club of Montreal.
- (c) Talks of the Professional Institute of the Civil Service.
- (d) Talks Canadian editors and Press Men.
- (e) Talks under the auspices of League of Nation's Society.
- (f) Inter-University debates.
- (g) University lectures.

For the talks from the Young Men's Canadian Club of Montreal, the Professional Institute of the Civil Service, the League of Nation's Society and the series of Inter-University Debates, the Commission provided *transmission facilities only*. It had nothing to do with originating or arranging any of them, though to read its report one might think otherwise. The Young Men's Canadian Club series, interesting and instructive as they were, was first offered to one of the privately owned stations in Montreal which suggested the Commission might be interested in it. The Professional Institute of the Civil Service talks had run regularly for years over CNRC and sometimes was carried over an Eastern network. The League of Nations' Society talks were all arranged for and put on under the auspices of the Society and the Association of Canadian Clubs, somewhat similar broadcasts having been facilitated in previous years by the Canadian National Railways.

The addresses by the Mayors of Canadian cities no doubt served a useful purpose, particularly in enabling listeners to become better acquainted with the towns and cities represented in the series. The series by Canadian editors and press men had much more real interest than any of the others.

Another educational series for which the Commission has been taking credit but for which it provided facilities *only*, was the Inter-University debates, an extension on a Dominion-wide scale of a series conducted in Western Canada during the past two years by Professor E. A. Corbett, Director of Extension of Alberta University. The preliminary co-operation of the Commission in this was arranged by myself with the Universities' Conference in April, 1933, and all the details were carried out by Mr. W. J. Dunlop, of Toronto University, in the East, and Professor Corbett in the West. The present Commission personnel had next to nothing to do with it.

The Commission has even taken credit for presenting children's programs. Surely no one with any sense of the artistic or the greatness of Canada would talk about accomplishments in that direction. There has not yet been on its networks any series of children's programs worthy of the name.

*No real organization behind educational programs.*—The educational programs just referred to have been mainly incidental. There is no quarrel with their having been put on by outside organizations. Indeed I consider that method has a great deal of merit. I am willing to go so far as to say that in my opinion it is probably the only way by which anything approaching independence of expression can be secured over a nationalized radio system in this country. Whatever we may think of its advertising features, or the criticism in



some quarters that it is dominated by powerful, self-interested groups, there is more freedom of expression over the radio today in the United States than anywhere in the world.

Generally speaking, the Commission's so-called educational programs have been to desultory in character. They were obviously designed mostly to create publicity for the Commission. By way of illustration of a properly thought out educational series, take the series of talks now being run by the NBC on "Art in America" under the auspices of the American Federation of Arts and with the co-operation of the great art museums. Another series "Local Government" now running on the NBC deals in a systematic and conservative way with a problem of great importance at the present time. There are many others.

15, 16 and 17. *American Programs Chief Bulwark of Commission.*—The chief bulwark of the Commission today is its American exchanges. Take away the New York Philharmonic and the Metropolitan Opera and you have removed those things of outstanding character the Commission has been presenting. No Canadian Symphony has been on the air this season, save a single performance, a presentation from Toronto which seems to have been broadcast through some miscalculation, as I understand a series was announced but as suddenly discontinued. What do the American programs cost the Commission? They cost nothing. The Commission has nothing to do with their production. They are routed to Toronto and Montreal as such programs were before the Commission existed and in Toronto the Philharmonic is not even broadcast over the Commission's station. All the Commission does is to provide the lines to carry these programs West and to the Maritimes. Any suggestion that in bringing them to Canadian listeners the Radio Commission is doing anything more is sheer pretense.

The "Hands Across the Border" program put on as an exchange by the NBC and another put on some time ago by Columbia have been simple concert programs, though above the general Canadian standard and to that extent have further bolstered up the Commission's offerings, indeed the NBC has deliberately and generously given Canada a great deal of useful direct publicity at no cost.

The truth is that those who speak of the improvements in Canadian programs brought about by the present Commission, in large measure, are confusing programs with facilities. It is wires, plus American programs, which account for most of whatever improvement may exist and it could have been effected by two or three reasonably intelligent beings at the most. To do this there was no necessity of creating an organization which has eaten up in salaries and administration over one-third of all the money spent.

In return, the Commission has sent to the United States from time to time "Singing Strings", the "Hour of Gaiety and Romance", "Une Heure Pres de Vous" and "Sous le Pont Paris" from programs prepared for Canadian consumption and involving no extra cost for American distribution. These were all commenced nearly a year ago. The first is almost invariably a high class program, the others vary greatly in quality. But they do not differ appreciably from many other programs in the U.S.A., programs as well or even better executed except in one particular, viz., that they carry no advertising. So far as arrangement or musical distinctiveness is concerned, their origin might be Salt Lake City, New Orleans, Chicago or San Francisco. They are frequently inadequately rehearsed and judged by American Standards are generally only fair to good sustainers. There is one other particular, of course, in which two of them differ. They are French, which helps very considerably. To that extent, and to that extent only, are different.

The British Broadcasting Corporation not only run talks of all kinds in series but accompanies them with illustrated pamphlets and bibliography of reading for interested listeners. Household subjects, furniture, gardening, cook-

ing, health, dressmaking, biology, ethics, the relation of mind and body, the various industries, child psychology, literature, poetry, German and French language lessons, astronomy, economics and numerous other subjects are presented by the greatest living authorities in a systematic and sequential way, not as miscellaneous and isolated topics.

The matter of broadcasting University lectures was gone into in considerable detail by me with the Universities' Conference in April, 1933, but on an entirely different basis from that which was followed. The plan was to select various subjects of primary interest and then to select the best broadcasts obtainable—from the point of view of voice, delivery, and authority, regardless of just where we found them.

In passing, it might be observed that had the Commission's interest in educational broadcasting been as great as it would have us believe, its program service would have been extended to such station as CKUA of the University of Alberta (which under the greatest of difficulties and direct economizing manages to carry on an educational program infinitely superior to that of any other station in Canada). The excuse that the Commission must limit its programs to one key station in each city in such an instance as this is *peurile*.

In this, the Commission has passed up a magnificent opportunity, an opportunity that might almost have justified its existence alone.

18. *Suggestion in Keeping with Conditions*.—But it may be said that it is easy to criticize. What would you do? Well, I submit that broadcasting should either be sheer entertainment, amusing but eminently artistic, or else purposeful. In these times, anything less is a waste of money and like a sparrow chirping on a tree branch in the midst of a hurricane. We have in Canada an unemployment problem such as we never dreamt possible three years ago, a problem of deadly importance, more people on relief to-day than ever before, in spite of some improvement in trade, and more intent than ever before in getting people from the cities back to the country. We must have evolved during the past three years in many local communities across this country some extremely interesting experiences of how best to deal with this tremendous social problem. Some committees have been far more expert than others. One of the most efficient is right here in Ottawa under the very nose of the Commission. Here is a subject which admirably lends itself to such exploration and exploitation. It is full of human interest and possibilities for national service.

There never was a time when the need for national economy, for sound municipal and government finance was so very important. Sir Henry Drayton has just completed a tour of Canada, speaking here and there on this subject. I am sure without necessarily immersing the Commission in any unduly contentious matters that radio offers unparalleled opportunities for education on this and allied subjects.

Never in the history of Canada have economic conditions among our farmers been so disastrous as recently. Never before was there greater need for an intelligent marketing news service for farmers. For three years, the Canadian National Railways broadcast such a service over CNRC and the Canadian National Telegraphs carried it free to stations in Toronto and Montreal. Last May, I raised this question with the Commission, emphasizing how useful daily or weekly broadcasts could be to farmers. But at that moment I was suppressed and since then nothing has been heard of the subject except to continue the broadcast over CRCO in Ottawa.

While the Commission carried on a five-minute broadcast twice each evening, through the courtesy of the Canadian Press, it does not present an intelligent summary of current international affairs or even of national affairs. Surely it has precedent enough for this and there is nothing more popular or of greater importance. No feature is of wider interest in Great Britain than the talks on

international affairs of Vernon Bartlett. From Washington such commentators as Kaltenborn, David Lawrence, John B. Kennedy and others are no less popular. Two years ago the CNR featured on the air a commentator the equal of any of them. Why is the Radio Commission not broadcasting one such when the proven talent is to hand? It has even dropped the one broadcast of that nature which it carried some time ago.

There are a few illustrations of simple but practical programs the Commission might undertake. There are many others more pretentious and with great possibilities which might be suggested but ideas are worth money and one cannot afford to present them to the Commission, certainly not until there is some assurance that their possibilities would be appreciated and done justice to.

*20. Commission has failed to develop talent.*—Let us see how the Radio Commission has measured up to this responsibility.

The Toronto Telegram on June 21, 1933, quotes Mr. Maher, then in charge of programs for the Commission, as saying: "We have to use the best known talent at first; we have to get on the go at once but just as fast as possible we will start to bring lesser known lights to the front." Again, on October 30, 1933, the Toronto Star quotes Mr. Maher as follows:

"It is a source of wonderment to me to find what wonderful talent we have in Canada for radio broadcasting. No matter what program we plan, we can always find the proper artist in this country." And in the same paper on November 23, 1933, he is reported as having said,—“We have discovered a number of new singers and entertainers.”

Yet, in spite of this, the Toronto Star of January 12, 1934, eight months after Mr. Maher assumed charge of programs, carried an interview with him in a very different strain. The question was then asked him, "Why has the Radio Commission not brought out one new artist in Toronto during its first year of broadcasting?" And the reply was, "The Commission could not take a chance. We picked the best artists available, engaged several under a year's contract, and did not run the risk of hampering our progress by engaging inexperienced talent." There you have the admission from Mr. Maher himself that in the largest English speaking city in Canada not a single new artist had been introduced to radio by this Commission. I understand it is now claimed that there have been two, but one of these broadcast before.

I recall that in some three months of the 1929-30 season in the City of Toronto, the C.N.R. introduced to radio such artists as Marguerita Nuttal, Jeanne Hesson, Irvin Levine, Templeton Moore and others, all now conspicuous by their absence from Commission features. In Montreal, others equally brilliant, and previously unknown to the medium, were encouraged. I do not mean to say that these artists were not already capable concert performers, but they were recognized as excellent radio talent, put on the finest network programs and definitely encouraged. Programs were built up or selected in many cases to suit their particular abilities. Their peculiarities were studied and they were fitted into parts which suited them and best displayed their talent. Now they like many other fine artists are seldom or never heard on Commission programs. Occasionally a crumb or two is thrown to them or others like them, but with rare exceptions they remain unrecognized. A few get all or nearly all. It could not be otherwise with the system followed. One of the most splendid artists this country has ever produced, an artist of great adaptability, one who on only some three days notice performed the remarkable feat of singing and acting magnificently the extremely difficult role of ....., in *Rigoletto*, with the San Carlo Opera Company at the Royal Alexandra Theatre in Toronto a few months ago, has only been able to get one engagement with this Commission in spite of her best efforts. I could name many others in Toronto receiving as little or less consideration and I believe a similar situation exists in other places.



Meanwhile, during the present season in Toronto, when Mr. Maher says the Commission could not take a chance and according to this interview did not bring out a single artist, such stations as CFRB and CKCL have been finding and introducing talent new to radio. The facts are that neither the finest artists nor the unknown have excited proper recognition from the Commission.

21. The Montreal Star, on March 24th, referring to a statement by the Chairman of the Commission before this Committee to the effect that there is practically no person with a good voice in Toronto who had not been on the air, said:

All I will say is that if the statement is true, then it constitutes an appalling reflection upon the incredible paucity of Toronto singers with good voices. But when it comes to Montreal, then the statement is nothing short of preposterous. I can personally name at least two score of very good singers in this city—certainly as good as any others I have heard from Toronto, with one exception—who have never been on the air because, though they have made repeated efforts; they find they can never get a chance. Why? There is forthcoming abundant evidence that other centres have the same complaints to make against the Commission. In fact, there are a number of questions that Canadian singers and other artists in Montreal are busy asking to-day.

They are asking why incompetent people are being allowed to write scripts for Commission programs for \$5 or \$7 per script—the NBC and the CBS paying anything from \$50 to \$100 for the same material—while capable writers are barred because they demand a decent price. They ask further what the Chairman of the Commission means when he says that Canadian talent is being given every opportunity when it is well known—in Montreal, at any rate—that there are dozens and dozens of thoroughly competent Canadian artists who have never yet been given a chance, while indifferent artists accepted by the Commission are put on the air again and again until people are perfectly sick of hearing their voices.

I have little doubt that a somewhat similar situation exists in other parts of the country. In my opinion, one shared by many, under this Commission Canadian radio is artistically no better than it was in 1932 and worse than in 1930. Inspirationally, it was never at so low an ebb. There is not to-day a single program which stamps itself forcibly on the public mind or is distinctly Canadian in character, though a number are placarded in an endeavour to create an impression that they are different. Admittedly, there are a few pleasing programs though in most cases their quality varies greatly from week to week, but there are none outstanding except "Medolice Strings." In Montreal—"Gems from the Lyric Stage"—one of the best of the Commission's features while it lasted, was made up from an old series of Operatic productions specially adapted and arranged three years ago by a proven producer of outstanding brilliance, of dramatic as well as musical programs in both languages, a producer with an educational background in music and the arts, incomparably superior to any member or employee of the Commission, yet one for whom no recognition could be secured from it.

No one can name me a program to-day produced by the Commission that can compare in scope and artistic perfection with the Imperial Oil Series, the C.I.L. Opera House of the Air, the Heather productions for the Canadian Pacific Railway or the Canadian National Railways "Romance of Canada" or Operatic broadcasts. Actually, there is little or nothing even remotely approaching them. Highlights have been replaced by mediocrities. Cheapness pervades the schedules.

22. *Discouragement of Dramatic Talent.*—The Commission's report says:

There was a considerable increase in the last year in the number of plays written specially for radio presentation. The Commission has encouraged Canadian dramatists in this field of art, and of the many manuscripts received during the year a considerable number indicated fine imagination and originality. The creation of radio plays is a new and fertile field for writers and many Canadians are recognizing the opportunity thus presented.

I submit that this is a characteristic piece of camouflage, a paragraph which definitely misrepresents the whole picture. There may have been an increase in the number of manuscripts written and undoubtedly many exhibiting fine imagination and originality were submitted to the Commission. That I know for a fact, but with extremely few exceptions they ended there. The most promising of them have never been heard at all, and as for encouraging writers, the facts are the exact opposite. (Blaisdell, Schull, Gardner, etc.) Radio dramatic writers have never been encouraged less—if we except one or two in Montreal. The same applies to production. One producer in Montreal has been given practically all the national network features. The standard plays put on by this producer I am informed cost \$85 for scripts (original or rights) producer's fee, actors, and include rehearsals. Actors in leading roles get \$5. Producers in Toronto have been told that they must meet Montreal prices, but since in previous years some have found it creditable half hour commercial productions cost \$175 to \$200, they have been very loath to meet this sweat shop price. Is the function of the Commission to encourage art or engage in unemployment relief? At such prices \$15 is the maximum which could reasonably be allowed for scripts. What is the effect of this on commercial productions as well? Is the writing of radio plays under these conditions a fertile field for writers? There were manuscripts in the Commission's offices last May from several extremely promising and original Canadian writers, both in Western and Eastern Canada, which were highly commended to the present program department. These included at least one humourist of distinct promise. But I have never heard of any of their material having been used. The burst of enthusiasm and inspiration with which they started has no doubt burned out. In Toronto there is much more English speaking dramatic talent capable of good work under competent direction than at any other point, yet it has been practically unheard of in so far as the Commission is concerned. The Commission in Toronto has been a powerful factor in discouraging radio drama because it has discouraged commercial productions and done nothing itself worthy of the name.

At this point I may be reminded of the Commission's dramatic accomplishments, including "The Parade of the Provinces." If the latter is the height of its accomplishments in this regard, then heaven help dramatic broadcasting in Canada. Whether the producer could have done better with more money to spend I cannot say, but I do say, without qualification, that the series is trifling, is poorly written, does not hang together, and falls far short of what one would be led to expect from such a resounding title and such a great subject.

The CHAIRMAN: Gentlemen, are there any questions? I would like to bring to your attention the fact that it is almost fifteen minutes to one.

*By Mr. Ahearn:*

Q. I would like to ask this question. You stated in one part of your brief, Mr. Weir, that Colonel Steel was the advisor to the Minister at Washington in securing the wave length between Canada and the United States. How do you know that?—A. I have always understood that was true.

Q. Although you have not been able to find that out?—A. I do not think Mr. Steel would deny that. He certainly has been given credit for it.

Q. What was his position at that time?—A. Well, the Colonel was advisor to the Radio Committee in 1932, technical advisor to the committee at that time. So far as I know, he was the only person that was acting at that time for the committee. That has always been my understanding.

The CHAIRMAN: Are there any further questions?

Mr. McCLURE: Mr. Chairman, there are a lot of questions that could be asked if we had time, but in view of his memorandum which is an exhaustive condemnation of the Commissioners and their policy, and so on, I suppose it will be necessary for this committee to call the Commissioners, and I would suggest that they prepare a brief in answer to those charges.

The CHAIRMAN: Is that agreeable to the committee?

Mr. AHEARN: Will that be an open session of the committee?

Mr. McCLURE: It would have to be.

Mr. McKENZIE: I think Mr. Weir should be available for questioning. There is so much in this report that we will want to look it over, and he should submit himself for questioning.

The CHAIRMAN: I might suggest to the committee that we study this report, and that we get a brief from the Commission in answer to it, and then if the committee thinks it necessary we can send for Mr. Weir to appear at the next meeting of the committee. Is that agreeable?

Agreed.

The WITNESS: There is just one point, if I might add a word. When the Commission was created there was in existence an interchange of programs between the various stations in Eastern Canada whereby the Canadian National Telegraph, and in a measure, the Canadian Pacific Telegraph gave us wires on a free basis for the exchange of these programs, and in that way the stations were saved a great deal of money. My suggestion was that that exchange be continued and that the commission go ahead on these wires to the stations originating the program, so that it had at its disposal a large number of programs of a tolerably decent quality, that is, they were not good enough as Commission programs but they were as good as the average station could afford to pay for and, as I say, they provided a substantial body of programs of fairly good quality which the Commission did not need to pay for. All the stations asked for in that connection was the mention of their name, such as "This program originated in such and such a station." If that had been done they would have saved a large amount of money which might have gone to the production of high class programs.

The CHAIRMAN: Thank you very much.

Mr. AHEARN: Mr. Chairman, before you adjourn, the owner of station CKCO is here, and he asked that he might be heard on this electrical transcription end of it. Would that be agreeable?

The CHAIRMAN: It is perfectly agreeable to me if it is to the rest of the committee. However, it is almost one o'clock. Dr. Geldert has expressed a desire to be heard at greater length on other matters at our next meeting. However, we will hear him now if we will limit it to this particular item.

Dr. G. M. GELDERT, called.

The WITNESS: Mr. Chairman and gentlemen, I wish to make it clear at the outset that I am not here to speak for the recording companies. As a matter of fact, I have got a bone myself to pick with the recording companies for some recent action of theirs which has hampered broadcasting stations, to great extent; but, of course, two wrongs do not make a right.



Nor am I here to speak of the grossly unfair treatment that the city of Ottawa has received at the hands of the Commission in its dealings with Ottawa's community station, but I would like to say one or two words regarding the recordings.

I was almost dumfounded to hear the previous speaker, Mr. Forbes, state that the chairman of the Radio Commission had told him that the recent ruling of the Radio Commission regarding recordings was for the benefit of the wire companies at the expense of Canadian industrial concerns and the public in general. That is hard for me to swallow, because surely the Radio Commission to save a few dollars on their line charges would not at the present time discriminate against Canadian industry to which the whole of Canada is now looking to pull this country out of the depression. Never has Canadian industry required assistance from the governments, and municipalities, which it now does. You will agree with me that our Canadian industry has little available capital for advertising at the present time, without advertising it cannot do business, and unless it can do business what is going to happen to Canada.

You are all aware that the big cost of chain programs is the cost of lines. At the present time, countless companies cannot afford the high cost of line charges, but they can pay for excellent electrical recorded programs, in other words, record programs which are highly regarded by the public. And I think I can speak for them, because I have been more or less interested in radio, running a community station in the city of Ottawa here for the past ten years. Take, for instance, such features as the Ernie Hare programs recently broadcast for a Montreal company, and the Wendall Hall records; the Boswell Sisters, etc. Now, Mr. Chairman, those are programs which are excellent, and if we did not have to tell the public under the ruling of the Commission that these were recorded programs would be considered grand.

As far as the Canadian industry is concerned, where is the little fellow who cannot stand the cost of lines going to get off? He wants to do business; he wants a chance to live and employ labour, but if you are going to hamper him and not allow him to use good programs on a fifteen-minute recording, he is just simply out of luck, and recorded programs before half past five at night are not worth anything so far as the advertisers are concerned, and as far as I can gather from station owners they all agree with me.

The broadcast listener also must be taken into consideration because, after all, he is the one paying the shot. The broadcast listener wants a variety of programs, and with good electrically recorded programs available such as the companies are putting out to-day he can get them, even in the remotest districts because the station can afford to pay for them.

Then we come down to the station's point of view. Going back to 1932, it was the intention of the committee, of which the Hon. Dr. Morand was chairman at that time—and I think it was the intention of parliament—to assist small stations serving their communities and not to slowly strangle them out of existence. But what do you find to-day? Restrictions such as this will surely help to strangle those stations out of existence. It is all very well for the Radio Commission with their chains, and money made available to them by the government, and the facilities they have at their disposal to abide by such regulations. We all have been forced to tremendous expense in order to save what little we had under the guise of improving broadcasting, some of which I will admit has been justified. Some of it, I think, is most unfair and not impartial to all concerned, but when you are up against a proposition of a Radio Commission being able to provide chains, and when you are up against a Commission which goes out and cuts their own station charges in order to compete for local business, thus making it further impossible to live, and then they come along with a ruling such as this, how is it going to be possible to continue at all.

A record broadcast before half past five at night is simply worthless, and that means that no advertising firm will use it. This will cut off revenue for the small stations. Without revenue we cannot exist. In every community there are many small firms struggling for existence to-day, having a hard time trying to continue in business. At the present time a great many of those firms cannot afford much in the line of talent for good programs. They can afford a small station charge, but they cannot afford to compete with the big programs, or to compete with the Toronto Symphony and such like, and if the smaller stations are not to be allowed to develop then where is the Commission going to go in its search for its talent? I think the small station plays a most important part, and certainly has an important place in the community, but if we are to be permitted only to run records between six and seven o'clock at night I am afraid we will all be very much out of luck. And, in that way, we will be unable with the revenue that comes in from those recorded programs to hire talent to put on programs to fill the rest of the evening. If you are going to take that revenue away from us we will simply have to go out of business, and that applies to every small station throughout Canada, and Mr. Chairman, if I might be so bold as to suggest, before this committee finishes its labours I would strongly urge you to call at least the so-called community stations throughout Canada together to appear before this committee to give you facts on the situation as they appear to the country at large.

As I said before, it is from the talent which is developed by the small stations that the Commission has got to look for its future talent on its chains. In our own little way here we have developed a considerable talent which the Commission has used. One member of the Commission told me that a French soprano that we had discovered in Ottawa he considered was one of the two best French soprano singers in Eastern Canada to-day. The same thing applies along other lines. Therefore, you have got to have your small stations in order to develop your talent to give the Commission something worth while to use.

There is another point in connection with recorded programs, and I am speaking now of recordings of fifteen-minute programs, they make very excellent sustaining programs at a small cost to the station. You cannot hire an instrumental trio under \$3 a man but you can buy a record for \$3.50 that you can fill in as a sustaining feature and, as I said before, if the public did not know that they were records they would think they were wonderful.

Mr. Chairman, we must have a chance to live. We cannot exist simply by boosting the Red Cross interest, the War Veterans Christmas Cheer campaigns, St. Vincent de Paul Society and others such as we do, and I can give you a file with thousands and thousands of letters of thanks showing what the station is doing. Go out and ask the first ten people you meet who is serving their community, what station is serving their community. We cannot expect to compete with the Commission to-day with their big stations, but the community must be served, and I cannot stress too strongly those facts to you, Mr. Chairman, and gentlemen, and I would ask your assistance to protect the Canadian industrial concerns from being hampered and give the little fellow a chance to serve his community and collectively thus serve the country at large.

The CHAIRMAN: Thank you, Dr. Geldert. We will adjourn to meet on Tuesday next, and I will have the secretary of the committee intimate the time later.

The committee adjourned at 1.10 p.m., to meet on Tuesday, May 22.





SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 12

---

TUESDAY, MAY 22, 1934  
WEDNESDAY, MAY 30, 1934

---

WITNESSES:

Mr. J. A. Bradette, M.P. (Member for Timiskaming North, Ontario.)  
Mr. H. J. Barber, M.P. (Member for Fraser Valley, British Columbia.)  
Mr. Grote Stirling, M.P. (Member for Yale, British Columbia.)  
Mr. F. W. Turnbull, M.P. (Member for Regina, Saskatchewan.)  
Mr. D. L. Howard, Assistant to General Manager of Communications,  
C.P.R., representing C.P.R. and C.N.R. Radio Transmission Lines.  
Mr. Watson Sellar, Comptroller of the Treasury, Department of Finance,  
Ottawa.  
Mr. C. H. Bland, Commissioner, Civil Service Commission, Ottawa.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934



## MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,  
COMMITTEE ROOM 268,  
TUESDAY, May 22, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 3.30 o'clock this day, Hon. Mr. Morand, Chairman, presiding.

Members of the Committee present: Messieurs Ahearn, Beynon, McKenzie, McLure, Morand, and Wright—6.

Witness present: Mr. J. A. Bradette, M.P. (Member for Timiskaming North).

Members of the Radio Commission were present; also other radio interested parties.

The Chairman explained that the meeting had been called for the particular purpose of providing an opportunity to Mr. J. A. Bradette, M.P., to make some representations to the Committee respecting conditions in Northern Ontario. Mr. Bradette had gone to much trouble to attend the meeting held on Friday, 18th instant; had sat through the meeting, but lack of time through the protracted hearing of other witnesses, had precluded him from being heard. Mr. Bradette, having to leave the city again to-night, the meeting has been called to provide an opportunity for him to submit his evidence and have it recorded.

Mr. Bradette called and presented his views respecting radio conditions in the north country. He thought the Commission had made substantial progress, considering the handicaps under which it was labouring, but conditions, especially in regard to radio reception, were not very satisfactory through his part of the country. He hoped the Commission would be in a position before very long, to establish a more powerful station in Northern Ontario to provide a much better coverage for that large territory, many sections of it being sparsely settled, but very appreciative of good radio reception.

The submission of the witness occupied less than a half hour, but as other committees were sitting and required the attendance of the Committee members, the witness was thanked and retired without questioning.

After some discussion the Committee adjourned to meet again on Wednesday, May 30, at 10.30 a.m.

E. L. MORRIS,  
*Clerk of the Committee.*



## HOUSE OF COMMONS,

COMMITTEE ROOM 429,

WEDNESDAY, May 30, 1934.

## MORNING SITTING

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 10.30 a.m. this day, Hon. Mr. Morand, Chairman, presiding.

Members of the Committee present: Messieurs: Ahearn, Beynon, Gagnon, Garland (*Bow River*), McKenzie (*Assiniboia*), McLure, Morand and Wright—8.

*Witnesses in Attendance.*—Mr. H. J. Barber, M.P., (Member for Fraser Valley, B.C.); Mr. Grote Stirling, M.P., (Member for Yale, B.C.); Mr. F. W. Turnbull, M.P., (Member for Regina, Sask.); Mr. D. L. Howard, Assistant to General Manager of Communications, C.P.R., representing radio transmission lines of the C.P.R. and C.N.R., co-ordinated for radio broadcasting purposes.

Mr. C. H. Bland, Civil Service Commissioner, Ottawa.

Mr. Watson Sellar, Comptroller of the Treasury, Department of Finance, Ottawa.

*Present:* the Chairman and other officials of the Radio Commission, and other radio interests.

The Chairman had distributed, list of letters received in connection with radio matters, from Friday, May 18, to Wednesday, May 30, as follows:—

Assoc. Catholique de la Jeunesse Canadienne-Française, St. Boniface, Man., dated May 16.

Canadian Advertisers Inc., Toronto, Ont. (wire), dated May 17.

Compo Co., Limited, Lachine, Que. (wire), dated May 17.

CFCN, Calgary, Alta. (wire), dated May 24.

Edwards, Comm. C.P., Ottawa, dated May 19.

(enclosing copy of extracts from letter of Mr. J. Aitken, Prince George).

Federation des Femmes Canadiennes Françaises, St. Boniface, Man., dated May 17.

Gagnon, Onésime, Ottawa, dated May 17.

(enclosing letter from Mrs. Georgette Talbot-Robitaille).

Gagnon, Onésime, Ottawa, dated May 26.

(enclosing further letter from Mrs. Georgette Talbot-Robitaille).

Hutton, L. A. B. (CPR and CNR), Ottawa, dated May 18.

(Two letters—both submitted to Sub-Committee on Witnesses).

Power, C. G., M.P., Ottawa, dated May 17.

(enclosing memorandum from Mr. Chas. M. Pike, of Quebec).

Sherratt, G. A. N., Northampton, England, dated May 2.

(enclosing newspaper clippings).

Mr. Barber, M.P., called and submitted a short brief in regard to radio conditions in British Columbia, with particular reference to radio station CKOV, in the Fraser Valley district.

Witness retired.

Mr. Stirling, M.P., called and made representations at some length respecting British Columbia radio conditions, with reference to station CKOV and other stations in that province.

After some questioning, witness retired.

Mr. Turnbull, M.P., called and submitted quite a lengthy brief, touching upon general radio conditions in Saskatchewan, with regard to the attitude of the people generally for or against the Commission, and the matters of reception, coverage, use of the French language in radio, Government owned vs. private owned broadcasting stations, and other matters.

Witness questioned at some length and retired.

Mr. D. L. Howard, called and submitted a brief, setting forth the service rendered by the transmission lines of the two railway companies, the set up and composition of the service required for the purpose, and other related matters.

After further questions, witness retired.

It being one o'clock, the Chairman expressed regret that time would not allow Mr. Sellars and Mr. Bland to be heard at the present sitting, but with the consent of the Committee, it would resume again at 3.30 p.m., in order that the further evidence could be submitted. Agreed to.

The Committee adjourned.

---

### AFTERNOON SITTING

The Committee resumed at 3.30 o'clock, the Chairman presiding, the following members of the Committee present:—

Messieurs, Ahearn, Cardin, Gagnon, Garland (*Bow River*), McKenzie (*Assiniboia*), Morand and Wright.—7.

*Witnesses in Attendance*, not heard at the morning sitting: Mr. Watson Sellar and Mr. C. H. Bland.

*Present*: Chairman of Radio Commission, and other officials.

Mr. Sellar called, and submitted a detailed statement of the financial operations of the Radio Commission for the last financial year, to be considered privately by the Committee.

The witness was further questioned by the Committee, respecting licence fee collections, different methods of collecting fees, and other general matters in connection with the finances of the Radio Commission.

Witness retired.

Mr. Bland called and questioned respecting appointments to staff of Radio Commission; those coming under the jurisdiction of the Civil Service Commission, and those under the Radio Commission, and the views of the Commissioner, speaking for the Civil Service Commission, with reference to those and other related matters.

Witness retired.

The Chairman stated that the Committee desired to hold a meeting *in camera*, and no other witnesses being present to be heard at the present sitting, the Committee would now adjourn and meet again on Thursday—to-morrow, May 31, at 8 o'clock p.m.

The Committee adjourned.

E. L. MORRIS,  
*Clerk of the Committee.*





## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 268,

May 22, 1934.

The Select special committee on Radio Broadcasting met at 3.30 p.m., Mr. Morand presiding.

The CHAIRMAN: Gentlemen, this is a special meeting; because we unfortunately could not hear Mr. Bradette the last time we met, we asked him to come here at a great deal of discomfort to himself; and he has to get away again. Consequently, we called this meeting, and we would like to hear Mr. Bradette.

JOSEPH A. BRADETTE, called.

The WITNESS: Mr. Chairman, I appreciate the fact that you are holding this special meeting for me, and indirectly for the section of the country I represent. I want to be as brief as I possibly can.

In our section of the country we are very appreciative of the work that has been done by the Radio Commission. I believe we were always in favour of the nationalization of radio, and we still believe in that policy at the present time. I think every one realizes that there are certain obstacles to surmount, and certain problems to be faced. I might state here that in the past I have always found the officials of the commission willing and ready to come and meet with us and face the situation as we find it out there. Our criticisms in that situation have been constructive instead of destructive.

There is no doubt about the fact that there has been a great improvement in radio reception throughout Canada, but that unfortunately does not apply to Northern Ontario; because I am going to show in a few minutes, as far as national radio programs are concerned, we practically do not get any in the daytime, and on a good many occasions at night time also we are crowded out.

The radio situation in this district, in so far as Canadian stations are concerned, is still most unsatisfactory. Take CKGB at Timmins. It has been a success as far as reception in the town is concerned, but it is most disappointing for other localities. I have no doubt that the committee is aware that we have now installed, in our section of the country, three local stations: one at Kirkland Lake, another one at North Bay and one at Timmins. As far as those localities are concerned, they are certainly giving wonderful service. I have no criticism to offer on the granting of these licences, because they develop local talent and it is quite an incentive to these three towns. But of course we realize in my country as a whole—that is, in northern Ontario as a whole—that this is only a palliative. It is not a solution of our radio problems. Those stations would be only a secondary improvement because we have in mind a high power station or short wave radio broadcasting station which, I believe, will solve the problem that we have to face at the present time. I must repeat that statement, that the local stations will not satisfy the immediate requirements of our section of the country, for the very good reason that, although I don't know what the size of these stations is, there is no reception outside of a few miles, we will say for instance, from Timmins. Take it in my own home town of Cochrane, it is almost impossible to get anything from Timmins. Now, we have been told on several occasions that a high power station was going to be established in northern Ontario. The commission will find that we

are not parochial in our view point as to where the station should be located. One newspaper, the Porcupine Advance of Timmins said that the station should be erected between Timmins and Sudbury. Another paper from the north said it should be erected on the height of land somewhere between Haileybury and Kirkland Lake. The Northern Tribune of Kapuskasing went ahead with the argument that a high power station should be erected at the head of James bay so as to give service to the whole of the northern Ontario and Quebec section. I am just making that statement to make the commission realize that we are not absolutely parochial in our view on that matter; and after they make sufficient inquiry, no matter where it is decided to erect that high power station, everybody will be satisfied with such advancement.

Of course, we never imagined that these local stations would be a solution of our problem; and although they remain a permanent feature, we are looking for the day in the near future, when we will have a high power station of no less than 25,000 watts—this statement may look extravagant, but I believe I could prove in a few minutes that I am absolutely right in that statement—that will broadcast national programs with efficacy to every section of northern Ontario, which we will not get otherwise. A smaller station will be practically of no use on account of the large area to cover. If I understand the situation aright, a 100 watt station will only cover a radius of 30 miles, a 1,000 watt one will cover 60 miles, and a 10,000 one will cover 100 miles, or to use a technical formula: The increased coverage equals increase of power squared. Now, one must visualize the extent of the territory that such a station will have to cover, which I stated a few minutes ago our local stations find it absolutely impossible to cover at the present time. It extends to Moosonee, the whole of Northern Quebec, and along the Transcontinental section of the country, covering a thousand square miles. I must state here that it would cover a very sparsely populated section of the country. I believe that most of the rural sections of Canada, including the whole of northern Ontario and Quebec, were absolutely in favour of the nationalization of radio, for the good reason that we realized that the government owed it to itself and the nation to give to these sparsely populated districts the service that the larger centres of population were getting at the time. We also realized that it was impossible for a private organization, a private corporation, to extend that service at a pecuniary loss to our own section of the country, for instance, and the whole of northern Ontario. That is why we have always been one solid unit for nationalization of radio. Of course, you would naturally expect that the north section would get the same response as they would get in any other section of Canada, and which we are not getting at the present time.

To make my point a little stronger, you must realize that the "Ottawa Journal," for instance, does not reach Moosonee until 48 hours after it is published. The same thing applies practically to every section of northern Ontario, and it applies just as forcibly to northern Quebec. Take for instance the "Toronto Star" or the "Mail and Empire" of Toronto; they get to Cochrane after 24 hours. It takes practically 48 hours to reach Hearst which is only 250 miles west of the town of Cochrane. That population maintain that they have the same right, and the same reasons to expect the same service from the radio reception as any other section of Canada. I don't think I will read the resolution here, but I believe the commission is familiar with it. That was passed by every section of northern Ontario, asking for a high power station in that section of the country, and also complaining at the time of the bad reception.

Here are some of our problems. The main Canadian Radio Commission station in Toronto, that is CRCT, has not been heard satisfactorily in northern Ontario since they changed their wave length from 840 to 960 kilocycles some

months ago. On their present frequency they are hopelessly heterodyned. According to comments in the press, even in Toronto itself CRCT is received only with a bad whistle in the background.

CRCM, the Montreal Canadian Radio Commission station is also seldom heard free of interference. CKAC comes in fairly well after dark until about 11 p.m. when it is ruined by a Mexican station.

CFRB, the Rogers station in Toronto, is really the only Canadian Station on the broadcast band that comes in from northern Ontario with any consistency or clarity. Unfortunately it is on a frequency of 690 kilocycles, while WLW, the Crosley station at Cincinnati, is on 700 kilocycles, and has a very bad habit of swinging on their frequency at times, bad enough to drown out CFRB altogether. Furthermore, WLW will shortly put in steady operation, if they have not already done so, their new 500,000 watt transmitter, the most powerful in the world. It would appear to me that once they do this, it will be almost impossible to listen to CFRB as long as the two stations remain on the adjacent frequency channels of 700 and 690 kilocycles respectively.

As far as the regular broadcast band is concerned, we still get very little daylight reception. Timmins, of course, locally and to a very limited area, does come through audibly although weakly; and under favourable conditions, CFRB and WLW.

I am of the opinion that the solution of adequate Canadian radio coverage of the north, at reasonable cost, lies in short wave transmission. The Canadian Radio Commission deserves a great deal of credit for re-opening station VE9GW on 49.22 metres at Bowmanville. Through this station we do hear many of the commission's programs in daylight. Under most conditions VE9GW comes in fairly well from early morning until about 10 p.m. when it is on the air. Alas, there's the rub. Several days a week VE9GW does not go on the air till noon. They should be on every day, including Sunday, from 8 a.m. on. Further, once the United States 49 metre stations get going, VE9GW is badly crowded and it is very difficult to listen to them without W3XAL butting in. I would recommend that, if at all possible, they use more than one frequency simultaneously; and if a channel can be obtained, one between 50 and 60 metres.

There is a good deal of room for improvement in the international allocation of short wave frequencies for broadcast purposes. For instance, GSA at Daventry, England, comes in quite well after dark but is drowned out by W3XAU, Philadelphia or W1XAL, Boston, if either are on the air. The Boston is particularly bad, as their programs are of the cheapest commercial type, advertising cut rate clothing stores, etc., of interest only if at all to listeners in Boston. Short wave reception is world wide, and the programs should be arranged accordingly.

In connection with the very good reception during daylight from VE9GW, except for interference late in the afternoon and evening from the United States station, one point that should be brought home very forcibly is the comparative cost of operating one or more of these short wave transmitters, to give adequate coverage to northern Canada, and the cost of broadcast band transmitters.

VE9GW is only 400 watts. CFRB is 5,000 watts or more. Plenty of United States stations use anywhere from 50,000 watts to 500,000, yet no broadcast band station ever comes in up in our section in daylight with one quarter of the volume of VE9GW.

I think that I am safe in stating that the Canadian Radio Commission could operate four or five short wave transmitters of the same power as VE9GW for less than the cost of one 5,000 watt station on the broadcast band, and secure excellent reception all day and most of the evening. These short wave



transmitters should be located so that each section of Canada would be able to hear at least two; and the programs, of course, should be different. Under some conditions, 25, 31 or even 19 metre wave lengths transmit better and if possible each station should transmit simultaneously on more than one short wave frequency, the same as the British Broadcasting Company do now with their English programs.

I just want to say a few words here on the difficulty the Commission no doubt had with licence fees in our section. During the course of last winter there was some objection to the man sent there. The people objected to the fact that he was not familiar with the English language. I don't know how far that objection is true. There were several objections in that section, and a lot of people wrote to me asking me if they should pay their licence fee. They were not inclined to do so on account of the very bad reception, and they thought that the government or the commission was not entitled to have that fee because they were not getting the service. As far as I was personally concerned, I always advised them to pay the fee; but I believe that they had reasons for refusing payment, because, as I have proved in reading this brief, we have really no reception of Canadian programs in the daytime, nor during the evenings. We have the same situation at the present time. Until it is remedied the Commission or their officials will find it awfully hard to collect that fee of \$2 a year, which looks exorbitant to the people when they are not actually getting the service.

One wish I want to express at the present moment. I believe the impression was given by the Minister of Marine last year on the floor of the House, when I was discussing the radio question, that the commission or some member of the commission would visit northern Ontario, and that visit was hoped for and expected. Again I am expressing the hope that they will find it possible—if not all the members, at least one of them—to find their way to our section of the country and see for themselves exactly the situation. I have in my mind the wonderful work that was done by one of the commissioners, Mr. Maher, in the western section of Canada. There is no doubt that the commission has the great duty, for educational purposes, of bringing very forcibly before the Canadian people what the Canadian Radio Broadcasting Commission means. A lot of them—I must be frank about it—think that it is purely and simply a political institution. As a member of parliament, I know different. But a lot of people really are inclined to believe that it is purely and simply a governmental body. I believe it would be time well spent if the commission could spend at least two half-hours per month during their broadcasting to educate the people in regard to the functions and the work of the Commission. Every member of parliament knows that this commission is absolutely outside of the realm of politics. It is a commission in itself, a vital unit dealing with one national matter. That is the reason that I am again expressing the wish that one or two of the commissioners will find it possible to find their way out in our own section; and that fact alone would be one means of educating the people of the work, the fine work, that has been accomplished by the radio commission.

In my own case, it was formerly my intention to bring the matter up on the floor of the House of Commons, and I would have done so but for the fact that I had the good fortune to meet the secretary of the commission, Lt.-Col. Landry. He said, "Why don't you bring it before the radio committee?" I just mention this point to make the commission realize there are certain things to be done for the Canadian people, to make them realize that the radio commission is their commission to which they may have access at any time, and where they will receive a hearing.

That is about all I have to say on this matter. If it is not the intention of the commission to erect, in the near future, a high power station in northern Ontario so that we will have better reception, as a palliative I would ask the commission to allow the present local stations we have in our section to be fed with the national programs, and have them broadcast on these local stations. I don't know how practical that will be. I want to warn the commission that this will only be a palliative, that our people are not satisfied with only local stations, as I said at the beginning. They are performing good work, and as far as they are locally concerned, they are well received by the localities where they are presently operating. But everyone will readily understand why they might be objectionable to people outside of these towns, since the talent they are getting is nearly all local, advertising local programs and trying to develop local talent. I can easily visualize a mother there, and her pride in seeing her young daughter for the first time before the "mike;" but I could not visualize the same thing in a settler or working man living 50 or 75 miles away. He would be interested in and enjoy programs, I believe, that have something national about them, or something they like to listen to after a day of hard work.

I think I have put up my case logically before the commission. Again I want to say that I am most thankful to you indeed for the consideration which you have given me in the discussion of the problem. I may state that at the time I wrote to the commission, or any people of our section wrote to the commission, of certain local difficulties, officials were sent on the ground at the earliest possible moment, and in most cases the local disturbances or troubles that they had were remedied in a short time. Considering the problem we have to face at the present moment, I realize—speaking for the people in my section of the country—that in one brief year the commission could not do all the work it intended to do. We hope they will find it possible, as soon as time will allow, to give us the service up in our section—which is one of the finest ones in this country—that they are absolutely entitled to, and have been looking for. Thank you.

The CHAIRMAN: Gentlemen, we met specially to hear Mr. Bradette. If it is agreeable we will adjourn now until next Wednesday at 10 o'clock.

Mr. BEYNON: Before you adjourn, I wonder if we might have about five minutes in camera?

The CHAIRMAN: A lot of us want to hear the sweepstakes debate.

Mr. BEYNON: It won't take long.

The committee went into session in camera.

## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,

May 30, 1934.

The Select Special Committee on Radio Broadcasting met at 10.30 o'clock, Mr. Morand, presiding.

The CHAIRMAN: Is there any business to come before the committee before we call any witnesses? We have a number of witnesses this morning, and I shall now ask Mr. Barber to come forward.

Mr. H. J. BARBER, M.P., called.

The WITNESS: I shall be very brief. Mr. Stirling has a very much fuller brief to present than I have. I am here on behalf of the smaller stations, the 100 watt stations, and I am particularly interested in one in my own district, CHWK. I shall quote from a letter which I received some time ago:—

The situation with regard to the smaller stations is really serious, and if the Canadian Radio Commission continue their policy of restricting and eliminating our revenue, of practically forcing us to broadcast their programs free of charge, and of enforcing regulations calling for expenditure of many hundreds of dollars for new equipment, there will without any doubt whatever shortly come the time when many of the small stations who have served their communities for years and struggled on in the hope of eventually getting a square deal, will be forced to close.

I may say in regard to my own station, which is located in the Fraser Valley, we have had great difficulty in reception from Vancouver. It has been very unsatisfactory. This station serves the whole lower part of the main land, and it is very much appreciated by the people of the district. The way they have been financing the programs coming through is, the business men have been contributing something about \$60,000 for these programs for a time, and the time has been reached when they feel they cannot continue longer to do so. The other point is in regard to a station I visited at Easter. They had just completed putting in a lot of new equipment which was very expensive, and they feel that they should be allowed something for the broadcasting. It is suggested that \$200 per month would bear the expense and permit them to operate. That is briefly all I wish to present, and as I say, Mr. Stirling has something further to add. He has a more complete case. Our station is in somewhat the same class as that of CKOV at Kelowna and therefore Mr. Chairman, I shall give place to Mr. Stirling.

Mr. GROTE STIRLING, M.P., called.

The WITNESS: I also hope to be very brief, Mr. Chairman. The difficulties in southern British Columbia are those of broadcasting conditions, in that were it not for this small station of CKOV half way up the Okanagan Valley, the commission program, for instance, would not be heard. The conditions are such that the receivers in the southern part have the greatest difficulty in getting Vancouver, hearing it when they do get it—occasionally Calgary comes to their rescue, but the reception is extremely poor and unreliable. CKOV started as an amateur station, became a commercial station, 100 watts, and particularly in the last two years has been of very great service to the fruit growers from the international boundary up the north end of the valley in disseminating the informa-



tion they require in regard to the handling of their crops and in the campaign they have been carrying on in the interests of co-operation.

The two difficulties I want to bring to the attention of the committee are in connection with the interference of the wavelength on which CKOV now operates and the cost that now falls on the station.

*By Mr. Ahearn:*

Q. May I ask one question at this point? Has this interference started since the new allocation of the wavelengths, or was that in evidence before?—A. Their wavelength has not been changed.

Q. Were you having trouble before, or has it started since?—A. In hearing Vancouver?

Q. Yes?—A. Yes; it has been going on for a long time.

Q. All the other complaints seem to have started up in a year?—A. No. It has been of longer duration than that.

*By Mr. Garland:*

Q. What do you mean by interference in this case? There may be a misunderstanding—A. The difficulty of getting reception.

Q. Not a harmonic because of overlapping waves?—A. I do not think so. The station has been in touch with the commission for a considerable length of time on this question of wavelength, and when in April the press announced an arrangement had been come to with the large Mexican station, ADW, and that they were leaving 910, which would be available for Canadian use, the station again got in touch with the commission wondering whether it would not be possible to help out the small stations in western Canada by allowing them to use 910. The principal difficulty they are always up against, is that Olympia, Washington, and Kalmath Falls, Oregon, which are two American stations on a very similar channel, are spoiling reception in the southern part of the valley. The reply that I received in a letter from the Chairman was that this could not be done as it would contravene international arrangements, which seems to me a rather curious final reply to the attempt to get the wavelength question settled. So much for the wavelength. In the matter of payment for hours used in broadcasting, I should like to read some paragraphs from a letter from the managing director of Okanagan Broadcasters Ltd. Mr. J. W. B. Browne, manager of the station CKOV, because that puts more succinctly than I probably could, the situation which confronts them. As you are aware, neither this station, Kamloops nor Chilliwack, the three British Columbia stations of 100 watts, in the section to which Mr. Barber has referred, are, or have been in receipt of any revenue from the commission. In fact, speaking for ourselves we have been assured on more than one occasion, by various members of the commission that no stations were paid by them. In view of this, we wish particularly to call your attention to a statement of Mr. Sedgwick of Toronto at page 354 of the Minutes of Evidence of this committee, dated April 30th, lines 14 to 20, on this point. This was a positive statement, and was not contradicted by members of the commission who were present. Mr. Sedgwick was asked this question by the Chairman:

Q. Suppose the commission went out of station management entirely, what chance would they have of opening in Toronto, how would they get their programs in Toronto?—A. Well, you can always buy time. They buy time everywhere else. How do they get their programs into London, St. Catharines, anywhere else, that the commission is getting their programs now? They compensate the station for the time the station gives them. That is what they are doing all over Canada.

The commission actually owns three or four stations. They are feeding their programs to something like 30 or 35 stations and they buy time from them.

Continuing with the letter.

In view of this, we wish particularly to call your attention to page 382 of the same report, a representative of station CFPL, London, Ontario, makes the statement definitely in the last paragraph but one on that page, that his station is paid by the commission for three hours per evening. Other statements he made in his evidence as regards restriction of coverage of his station, dependent upon the revenue from spot announcements, etc. fit the circumstances under which we also have to work, to a "T."

If these statements are true,—and as noted, they were not contradicted, what possible justification has the commission for refusing us similar treatment.

We again wish to emphasize the fact that without this station—and in fairness, the same statement applies equally to Kamloops and Chilliwack—commission programs could not be heard in this territory or theirs. We are just as necessary for proper commission operation as is any station on their network.

During evening hours, on our present wavelength, as has been called to your attention, our coverage is limited to Kelowna and district—in fact interference from American stations on our wave is experienced even at Rutland, 5 miles away. Our centre is only a comparatively small one, less than 35 merchants available from whom to derive our advertising revenue, and none of them sufficiently wealthy to sponsor programs with live talent. We are prohibited from broadcasting spot announcements—practically the only form of advertising a station such as this is able to get—and the commission refuses payment for the best hours of the evening, and the hours during which we could broadcast advertising of the only kind we can get, we speak of course particularly of the hours from 6.00 to 7.30 p.m.

Their contention is that having approached the commission on this point on several occasions, and having been led to believe that nothing but shortage of money prevented them being paid, if the difficulty is shortage of money, they consider it would be reasonable for the money available to be spread in such a way that such small stations as CKOV might receive something towards their expenses, remembering always that because of the interference I have referred to, the commission programs, which undoubtedly are appreciated, would not be heard in that area at all, because of the difficulty of getting Canadian stations.

*By Mr. Garland:*

Q. This station was originally an amateur station?—A. Originally, yes.

Q. When did it change over to the commercial station class?—A. I should not like to say definitely. I should say two to two and a half years ago.

Q. Before the commission was formed?—A. Yes, I think so.

Q. You are not sure. By the way, have you any idea how many 100 watt stations there are in Canada?—A. No, I cannot tell you.

Q. You would, of course, agree that if the principle of paying your station \$200 a month for sustaining programs by the commission were inaugurated, it would have to be applied generally; you could not discriminate in favour of one against the other?—A. I would rather suggest that the commission must be guided by a policy in recompensing these stations, and it would be only

reasonable that the stations which would be so referred to should understand that policy.

Mr. CHARLESWORTH: There is one matter that can be cleared up right now. Mr. Browne misunderstood. What I told Mr. Browne was that we were not paying any station in British Columbia. We have our own station at Vancouver which we are hoping to improve. There is also this point: When the appeal was made for services for the Okanagan Valley, we undertook the policy of carrying the service in from Kamloops. At the time, due to our reserves last year, we felt that was all we could do. We were paying to run the line from Kamloops down the Okanagan Valley to make that service.

Mr. GARLAND: How many 100 watt stations are there in Canada?

Mr. CHARLESWORTH: I cannot tell you. There must be 40, I should judge.

*By Mr. Wright:*

Q. Can you give us any details as to whether the handicap is a result of restrictions in the matter of earning revenue outside of—A. Where the difficulty arises?

Q. Yes. Mr. Barber made reference to regulations. Can you give us any difficulties other than those that have been specified?—A. I think the point is the useful advertising hours are so largely taken up by those programs, which are appreciated, but would not be heard in that area except for CKOV, they consider those useful hours should receive some recompense. Does that answer your question?

Q. I just wondered if there was anything further than that in the matter of whether they are allowed to use records. Mr. Barber made reference to that, but did not mention it specifically?—A. No, that point is not referred to in this letter.

Mr. GARLAND: What is the cost of line service from Vancouver to—

Mr. CHARLESWORTH: I cannot tell you. Some of the wire men are going to make a statement this morning. Some of them will be here. We are asked about programs, and there was no way of getting them in unless we paid wire charges from Kamloops, and we undertook to do it, that is all we could undertake to do on our budget last year. I think it cost us something like—subject to correction—\$9,000 to feed those programs to that station. That does not apply to Chilliwack.

The WITNESS: \$9,000 to this one station in the Okanagan valley?

Mr. CHARLESWORTH: We do not pay it to the station; it is an extra cost.

The WITNESS: Yes, for that line from Kamloops.

Mr. CHARLESWORTH: Yes. I think it is something like that. I heard it discussed. I can get those figures for you if you want them.

Mr. GARLAND: What is the capitalization of this broadcasting company?

The WITNESS: I do not know. They have recently expended another \$10,000 to bring it up to the requirements of the commission.

*By Mr. Ahearn:*

Q. That was all done last year?—A. It is being done right now.

Q. By an order of the commission?—A. Yes, in order to bring it up to the requirements of the commission's regulations.

Mr. CHARLESWORTH: It is a commercial station. It was an amateur station.

Mr. AHEARN: You will get that much more than you are expropriating.

Mr. CHARLESWORTH: When they become a commercial station they have the right to advertising. As an amateur station they have not that right.



Mr. F. W. TURNBULL, M.P., called.

The WITNESS: Mr. Chairman and gentlemen, it may perhaps be a presumption for a member of parliament to talk about radio, but there has not been a very great deal of response from the province of Saskatchewan to the commission, and I want to give the commission some idea of what the views of the people there were, as I understood them. I first want to deal, if I may, with perhaps a general situation, and then the local situation as it occurs in Saskatchewan, particularly in southern Saskatchewan. The intention of the radio commission, as I understood it, when it was first introduced, was to supply ownership and operation of radio throughout Canada. The report of the radio committee which appears in the journals of the House of Commons for Monday, May 9, 1932, at page 433, envisaged a proper, well regulated broadcasting service throughout Canada, which was to produce certain results:

- (1) A medium of education;
- (2) Thought provoking development;
- (3) The fostering of Canadian ideals and culture;
- (4) Entertainment;
- (5) News service;
- (6) Publicity for this country and its products;
- (7) An auxiliary to religious and educational teaching;
- (8) In the developing of a great nation and empire consciousness.

With these objects in view the committee recommended the necessity of certain equipment. They were to have a chain of high powered national stations operating on clear channels, located at suitable intervals. The location was to be determined by a technical survey of Canada. They recommended consideration of 50,000 watt stations in each of the provinces of British Columbia, Manitoba, Ontario and Quebec. In the Maritime provinces they recommended either one 50,000 watt station, or one 500 watt station in each province. In Saskatchewan they recommended two 5,000 watt stations; in Alberta two 5,000 watt stations; a 10,000 watt station in northern Ontario; a similar one in western Ontario, and a 1,000 watt station at Port Arthur or Fort William. They recommended a 500 watt station in Toronto, and three 1,000 watt stations, one each at or near Ottawa, Montreal and Quebec. And then, they recommended a number of 100 watt stations to fill in gaps in reception, and for secondary stations operating on the same time as the general stations, for educational purposes, for experimental work and for local community broadcasting. There was to be a complete preliminary survey and the system was to be self sustaining financially and be financed out of money available out of three sources. These sources were:

- (1) Transmitters' licence fees.
- (2) Receivers' licence fees.
- (3) Advertising income.

For the purpose of carrying out these aims, the commission were to be given very wide powers, which are set out in detail in the report above referred to.

Now, my first statement is that that technical program, if you wish to call it such, the consideration of ownership of stations, could not be carried out without a huge expenditure of public money. In my view the radio commission will never be able to carry out that program with anything like the sum of money that has been allotted to them, and they have been up against a very unfair proposition, by reason of the fact that very wide results were supposed to accrue from their operation of radio, and they were never given the funds wherewith to carry out that operation. If any person was ever put up against an impossible situation, I think it was the radio commission when they were

asked to carry out the purposes of the act with the funds available. The impossibility of this program is indicated by the operation expenses for the first nine months, which is shown in the Canadian Radio Broadcasting Commission's interim report for the calendar year, 1933. Their expenditure for a year on the basis of the nine months' report on operations alone will be \$939,225, which would leave them \$60,000 odd which might be used for capital expenditure.

Now, when one realizes that during the first nine months the commission was just in the formative process, one realizes that the operating expenses this year would be ordinarily very much heavier over the year than they were last year, and as a result the million dollars which was allowed, will be more than taken up in ordinary operating expense.

As the commission was being organized, the salaries, administration, programs and network expense would probably be smaller than under the complete development. Nevertheless, the total for the operating expenses, less network, out of that amount was spent in salaries \$202,000, administration costs almost \$54,000, equipment almost \$45,000, rentals and leases almost \$75,000, new lines including network expense, \$197,000, and network expense, \$229,000. Of these expenses, \$118,000 or almost one-sixth was spent in headquarters at Ottawa. If these amounts were necessary for operating expenses in the initial year, it is, in my judgment, clear that they would be very much greater the second year. It is therefore obviously impossible that any scheme for the national ownership of radio can be financed out of the three sources unless the advertising income, which is not disclosed in the commission's report becomes very heavy. One of two courses must be followed. Either very much larger sums of money must be placed at the disposal of the commission, or the ownership and operation of stations must be left in private hands, either in the form of individuals or private stations associated.

We had a report from Mr. Gladstone Murray, and if one reads that report, one would get an idea of the set-up that is being suggested as the ultimate result of this national ownership of radio. Mr. Murray's report is dated July 25, 1933, and it is public. In this report he suggests the following officers:—

- (1) General Manager;
- (2) Assistant general manager;
- (3) Chief engineer;
- (4) Chief accountant;
- (5) Public Relations director;
- (6) Sponsored programs director;
- (7) Talks director;
- (8) Secretary;
- (9) Assistant secretary;
- (10) A station relations officer;
- (11) A Canadian music director;
- (12) A Canadian drama director;
- (13) Someone to supervise children's programs;
- (14) Someone to supervise programs to other countries;
- (15) To censor programs;
- (16) To edit publications.

In addition there was to be a subordinate staff and clerical staff, a political advisory committee, a religious advisory committee, a central advisory committee to advise headquarters, and a local advisory committee to advise the regional director. There were to be nine regional directors, although he thought they might be able to get along with five, a regional director, a regional accountant, a regional engineer in each centre and a public relations officer in each centre, so that you would have five or nine as the case may be, regional directors,

accountants, engineers and public relations officers. If it requires a group of that number to run national radio in Canada, it is going to take a lot more than \$4 for the receiver's licence, which was suggested here in this committee some time ago, to take care of the expenses; otherwise, it would have to fall upon the general taxpayer.

I am suggesting the experience of the British Broadcasting Commission is not of very much value in Canada. You have a large population there, massed within easy reach of one or two broadcasting stations with possibly small supplementary stations. In Canada, owing to the sparse population, the situation is entirely different. In addition to the sparse population you have a huge area and the proximity to the United States makes the problem here a very much more difficult one than it is in Great Britain. In that connection I might suggest either the radio commission or the Canadian government should attempt to come to some sort of understanding with the United States, not only in regard to allocation of wavelengths, but in regard to maximum volume of stations. That might solve some of our problems where stations are contiguous to each other. If Mexico could be induced to enter into the arrangement, it would be that much better.

I have had for some time the view that the national ownership of radio was not desirable for very many reasons. It is possibly a personal idea of mine that governments are better out of business wherever they can stay out of it; that only the absolute necessity of the government going into business would ever justify their going into it, and if radio could be controlled without ownership, it would be very much better, both for radio and for this country. Take, for example, the situation in Canada. You must compete, whether you like it or not, with the American stations across the line. If you take the huge population they have, and the huge sums of money they have available for programs and for the development of chain broadcasting, with the huge enterprises that are ready to advertise over those lines, it becomes apparent that a country like Canada cannot compete with the United States on an even basis without a huge expenditure of public money. Now, when private enterprise is prepared to put up that money, my view is the taxpayer's money should not be used unless Canada is placed, under private ownership, in a position which cannot be rectified in any other way except by killing the private enterprise, and taking over the whole thing by the government. It is my view that these matters can be controlled. The dangers that I think were discussed when the radio committee sat two years ago, were, first, the Americanization of Canadian radio due to our close contact with that country, which might occur by overloading us with American programs distributed through Canadian stations or providing us with an excessive amount of American propaganda and American advertising. The third danger was by reason of foreign ownership of Canadian stations. It was suggested we might have insufficient control over distribution, and the question of operation for private profit was considered by those who were opposed to private profit out of what might look like a public utility. I think another objection was that if we were overloaded with American programs, there would not be the same opportunity for Canadian artists that there would be if Canadianization took effect. I submit all these dangers could be guarded against by the government control. Every radio station in Canada is licensed and its licence could be continued—

Mr. BEYNON: Did you say "government ownership"?

The WITNESS: Private ownership. The licences could be given subject to certain conditions, one of which is that no licence need be granted to anything but a thoroughly owned Canadian station. No licence need be granted to any station that tries to put on more than a certain percentage of outside programs.



Advertising arrangements could be controlled. The use of Canadian artists could be controlled, and I think, as far as I can see, every danger that is suggested in the private operation of radio, could be controlled through the licence system. It has been suggested that if we allow private ownership of radio to develop in this country, it will become such a powerful institution that by its medium of publicity it would be able to make an appeal to the public on its own behalf that no government could resist, and that consequently the radio stations by their influence might be able to control the destiny of the country itself. I do not think that is at all within the range of practical possibility in this country of ours; that if a radio station ever attempted it, the government has complete control of their licence, and therefore they could cut off their licence and the appeal to the public through their station would be at an end. All radio station owners know that. Obedience to the regulations would be a condition of holding his licence.

Now, I think I can fairly say that there is a general agreement that there has been an improvement in programs since the radio commission came into operation. I know that in my own country the majority of people say that is not the case, according to records we have, but admitting for the moment it is true that there has been an improvement in the quality of the programs distributed by the commission, I still say it does not prove the case for government ownership. Ever since the Aird report was brought in, the private stations have been prevented from spending money on their stations. They have been prevented from using their own funds for the purpose of developing programs, because of the fact they did not know at what moment their stations were going to be taken from them. For the same reason, they did not develop chain broadcasting, for the development of chains costs money, and it might be killed at any moment. But had these stations been left under private operation, and had \$500,000 been used for the purpose of bonusing transmission between stations for developing chain broadcasting, I think we could have had the improvement in programs, the use of the Canadian artists that has now resulted, and we could have kept our radio receivers' licences down to a dollar a year instead of two dollars a year.

Mr. SPOTTON: Hear, hear.

The WITNESS: But, by putting in the expense of a government staff or a radio commission staff, an expense which private ownership was willing to assume, we have increased the cost of radio to our own people. There is this to say, and I will not deal with this very long, because I think it has been spoken of already, that under private ownership the private station depends for its revenue largely upon what it gets from advertising. Its advertising revenue depends upon it being able to establish a field of listeners; and in order to establish a field of listeners a private station is obliged to give the listeners the type of program they like, or they won't listen. So that it becomes a matter of dollars and cents with the private station, to cater to what those listeners want and to satisfy the public. With the government or some government body, they are not under the same pressure to cater to the listener that the private station is.

Now, with regard to keeping out of American programs in this country. The Canadian Radio Commission is not keeping American advertising out of this country. And as long as radio stations can broadcast over an area of 500 or 1,000 miles or more, and as long as the air is there, people will listen to American stations, and get American advertising, so that the Canadian Radio Commission will not keep out American propaganda, and will not keep out American advertising. The only way they can affect it, as I can see it, is by giving the Canadian people better programs in Canada. When I say "better

programs" I mean programs that the people like from the Canadian stations, programs that are better than the ones they will get from the American stations, so that they will turn to the Canadian programs—I will come to that in a moment or two, when I start to take up the local situation. If the commission wants to induce Canadian listeners to listen to Canadian radio, they will have to give them as good service and as suitable programs as they can get themselves, and in order to do that, they have to compete with American capital and the amount of money they have at their disposal is not sufficient to enable them so to compete. For example, one of the Regina stations sent out a questionnaire. They asked their people which stations they preferred to listen to, and out of 13 stations that were listed, in those replies, there was only one Canadian station; the other twelve were United States. That is the history of how far we have gotten in that area, at least.

Mr. MACKENZIE: What was the date of that questionnaire?

The WITNESS: The fall of 1933. That is as far as we have got in keeping American programs out of western Canada. That is all I think I care to say for the moment on the general situation. It seems to me that private ownership of stations under control with bonusing transmission of programs, will serve all the purposes that the radio commission is serving and for half the money. The trouble with radio before, was not that Canadian artists were not available; it was not that private stations were not able to operate, but the trouble was that the Canadian stations had the sword hanging over their necks all the time and were unable to organize Canadian artists and were unable to organize transmission of programs. It was not a lack of programs; it was a lack of distribution. And if we bonus distribution, I think we can get the results. Now, with regard to the situation in southern Saskatchewan itself.

Mr. GARLAND: What do you mean by distribution of programs?

The WITNESS: It could be done in various ways; but I have not in my own mind formulated a method. It could be done either by paying to an association of private stations or broadcasting corporations, the line charges for transmission of programs, say from Toronto or New York across Canada, or give assistance in that expense.

Mr. GARLAND: That would come out of the funds collected from radio licences?

The WITNESS: Yes. That is where it is going now, only the radio commission are paying it directly, instead of doing it through the private stations.

Take the Regina situation first. We have two stations in Regina, CHWC, situated just outside the city limits, and CKCK situated in the heart of the city, on a nominal 500 watt power, a shared channel. These stations could fairly give service in southern Saskatchewan until their wavelengths were changed. For some reason I do not understand, these stations can now be heard in the far northern part of the province quite clearly, but within a distance of 40 or 50 miles from Regina, east or south, they cannot be heard at all. There seems to be an area there that this wavelength jumps or else it may be neutralized by some American station. The change of the wavelength in Regina, according to the information given me from these stations, has practically destroyed their usefulness in the southern area of Saskatchewan. Then, following that, Richardson's were allowed to amalgamate their Moose Jaw station and their Fleming station, and establish their station at a point half way between Regina and Moose Jaw, using 1,000 watts on a clear channel. Now, the Regina stations who were in the field first, protest very bitterly. They say it is unfair to allow these people to come in from the outside, and use a higher power on a clear channel, while they have not been allowed any change.

The result of that is that Richardson's station is now in a position to take away from the Regina stations any revenue they might have had; and in order to get that revenue, Richardson's have now established a studio in Regina, as well as one in Moose Jaw, so that they will become a local station, making three Regina stations in that territory.

The suggestion of the Regina stations is that there has been undue partiality towards Richardson's in that regard. From the receiver's point of view, the wavelength of the Richardson station, CJRM is so close to the wavelength of the Bismark station that when the two are on it is impossible to hear either one of them. This is especially troublesome in the daytime, because Bismark was the favourite station for daylight reception for the people of Regina and that area. That daylight reception has been killed by CJRM without any accompanying benefit. That is due to the fact, it is said, that these short wavelengths have to be used on the prairies. They cannot be used near the sea. It seems too bad our radio on the prairies has to be destroyed for that reason, remembering all the time the purpose of establishing the radio commission was to take good programs to that part of the country which has not been able to develop those good programs themselves. I think it was agreed that Toronto was getting pretty good use of its radios, but that the prairies and the outlying points were not; and the purpose of the radio commission was to improve the reception in the outlying points. Instead of doing that, it has destroyed it; because of the allocation of the wavelengths and the matters of which I have spoken. I understand that latterly there has been an increase in power in the northern part of the province. I understand the Saskatoon station has been brought up to 1,000 watts, and the Yorkton station has been brought up to 500. It was suggested here that the trouble between Bismark, the Richardson station, has been changed somewhat since we came down to Ottawa. I think that was in reply to some remark made by Mr. Mackenzie. I assure the committee that is not the case. There has been no change in that regard, according to correspondence I have received since that day.

Now, there was a questionnaire put out by the "Regina Star", and a summary of it was given in the Star issue of February 10, 1934. Out of something like 700 ballots which were received in the poll of a little over a week, which is a pretty good record, 403 wanted the radio commission done away with, 310 wanted it continued; 335 thought it had succeeded, 392 thought differently. I am referring to this because I happened to have the summary before me at the moment. I will come back to it. To 40 per cent of the poll, the French language was the only objection, and that was, mostly, the French language announcements, and fully 87 per cent of the poll made objections to the use of French in announcing or in some form or other.

The interference between Bismark and Moose Jaw was also one of the very great grounds of objection. The "Regina Leader Post" took a poll, a summary of which was given on 10th September, 1933. As I said a moment ago, out of 13 stations listed, only one Canadian station was reported on favourably; and although no criticism was asked of the radio commission, there was a great deal of criticism in the replies. The major cause for criticism was the use of French and also the change in the wavelength. Many preferred the local concerts that there were before the radio commission took it over. I have a number of those individual ballots here, but I do not suppose they are of any value just now.

Mr. McKENZIE: Would you put the questions that were asked on the record?

The WITNESS: The questions asked?

Mr. McKENZIE: Yes.

The WITNESS: I have not the questions that were asked in the Star poll, but I have them for the "Leader Post". The first one was, Do you use news-



papers for radio reference? (2) Do you refer to them for local or outside programs? (3) What time of the day do you use radio most? (4) Do you listen mostly to local or outside stations? (5) Which do you consider the five best outside stations for reception of programs in your city? (6) Have you any suggestions to offer regarding this feature? These are the six questions asked on that particular ballot.

Mr. GARLAND: Can you give a summary of the reply?

The WITNESS: On the use of newspapers for reference, 159 said they did, and 7 said they did not. On the use of newspapers for local or outside programs, 131 referred to it for both local and outside, 25 for outside programs alone, 10 for local programs alone. In answer to the time preferred for listening, 33 listened mostly during the morning, 25 listened mostly at noon, 155 listened mostly during the evening. As a preference for outside programs to local programs, 129 preferred outside programs, and by the term "outside programs" they apparently understood American programs, judging by the answers, 85 preferred local. In answer to the question regarding most popular stations KSL received 124 votes; KOA 123; KFJR 106; WCCO 89; WENR 54; KFI 42; WGN 39; CJRM 28; XER 26; WLS 14; WLW 13; JSTP 12; WBEN 9.

Now, I want to deal with the question of the French language over the radio stations in western Canada. One of the objectives of the commission was to build up Canadian unity, the idea of unity in Canada, and it is in that connection I wish to discuss the French language, and particularly the French announcements. Let me say in doing so, I am doing it without any idea of hostility towards the French language. And in saying that, I think I am expressing the views of the people of Saskatchewan, that there is neither hostility towards the French people in Canada, nor the French language in Canada. And there is every desire to permit those who desire to use that language in Saskatchewan to use it, or learn it, if they want to. But there is an underlying question in it which has two features. The first is, as I see the Canadian situation, that there are two different views prevailing in Canada with regard to the French language. One is an idea which seems to prevail very strongly in Quebec, that the French language is an official language of the whole of Canada. This is an idea which I myself find not in harmony with the constitution of this country. However, they have that view, and I am not quarrelling with their having it. On the other hand, the people of Saskatchewan and other parts of Canada as well, are largely of the opinion that the French language is not an official language of the whole of Canada, and is confined in its application to the terms of the B.N.A. Act.

Saskatchewan people feel that the radio commission has allowed itself to be made an instrument in promoting one of these views. The people of Saskatchewan resent—I won't say all of the people, but many of them—the use of the radio to emphasize what is claimed to be the legal right to the use of the French language in Saskatchewan. Let me say again that this is not because of any hostility toward that language. If I might use a homely illustration, every cat likes milk, but if you take a cat by the back of the neck, and try to force the milk down its throat, the cat is going to do a lot of spitting and scratching before he submits. And when the radio commission does anything at all which appears to be forcing what I might call the Quebec view, for lack of a better term, on the rest of the country, these people, resent it, and instead of building up unity, and instead of promoting friendliness toward that language throughout Canada, it is building up a wall of hostility against it, and defeating the very object which the proponents of that language have in view.

Mr. GAGNON: I did not understand that last word.

The WITNESS: Proponents, the supporters of it. I think perhaps that idea lies behind the objections which were quite apparent in those questionnaires, which are quite apparent in the numerous letters I get, and which are quite apparent also in resolutions that I receive from many bodies in western Canada with respect to the use of the French language, and particularly French announcements on the radio. If the radio commission were influenced by anybody else or not, I cannot say, but I think they have created for themselves a lot of unpopularity in the provinces, which was unnecessary, and they have also done a disservice to those who desired to see an extension of the French language, as well as building up a wall of hostility.

Now then, the second point in that objection is this. The idea of Canadian radio was to induce Canadian listeners to listen to Canadian stations instead of listening to American stations. Apart altogether from the question of whether it is the French language or any other language, a French speaking person is not going to listen to the English language very long if he cannot understand it, and neither German nor Mexican nor Italian. On the other hand, the English speaking individual, or the German speaking individual or the Russian speaking individual, and we have thousands of them in Saskatchewan, are not going to listen to the French language on the radio if they do not understand it. And the result of putting it on the radio in those areas where the great majority of the people do not understand it induces those people to quit listening to the Canadian stations and finding other stations to listen to, and thereby defeating the objective of the commission, which was to make Canadian listeners listen to Canadian stations. So for that reason also, it is objectionable. Now, let me make myself clear. I do not want any person to consider I am carrying this objection further than the people of Saskatchewan carry it. I am expressing as well as I can their views, rather than my own; although I may say frankly for myself, my views for the most part harmonize with theirs. There are some people who say they do not want to listen to French announcements at all, they do not want a French program of any kind in Saskatchewan, while you find people in other parts of Canada say they do not want to listen to English ones; but the great mass of the people say this: they recognize the fact that the Canadian Radio Commission has to cater to people who speak the English language, and to people who speak the French language; and that the French language is predominant in Quebec. Now, they have no very great objection to a program originating in the province of Quebec being announced in the French language, even when the announcement does come to the people of Saskatchewan, although there is no reason why it should. They say that a program originating in Regina or Edmonton or Saskatoon should not be announced in the French language. In the first place, I do not think there is an announcer in the whole territory who can announce it in the French language properly, and I have heard that comment from French people on more than one occasion.

Mr. GAGNON: How long does the announcement last?

The WITNESS: It only lasts for probably a minute.

Mr. GAGNON: I think it lasts probably only 30 seconds.

The WITNESS: It may be only 30 seconds long.

Mr. GAGNON: The announcement goes something like this: Ce programme a été présenté par la Commission Canadienne de la Radiodiffusion. It is a very short announcement.

The WITNESS: It is not a question of the length of it that bothers the people in that regard; it is a question of the issue as to language rights in that territory. If the program originates in Quebec, I do not think there is very

much objection to it being announced in the French language; but if it originates in Saskatchewan there is a very strong objection to that.

Mr. BEYNON: How about it, if it originates in Toronto?

The WITNESS: I will deal with Saskatchewan first.

Mr. BEYNON: I mean, if the program came into Saskatchewan from Toronto.

The WITNESS: If it is an announcement in the province of Saskatchewan, there is a very strong objection to it being in the French language. If it is coming in from Toronto, the same objection in principle exists. It is a clear-cut contest as to the rights and privileges of the French and English languages in Canada. There are those who say that if we extend the principles of the British North America Act in favour of one language, we are cutting down what is given in the British North America Act in respect to the other. If some method could be found—and I think there is no difficulty in finding it—in the operation of the local station of cutting out the French announcement, I think there will be no difficulty. Another feature is this: I know there are French people in Saskatchewan—a very small number compared to the rest of the population—

Mr. GAGNON: 50,700, by the last figures.

The WITNESS: Between 5 and 6 per cent of the population, somewhere around there. These people are glad to hear the French language spoken. On the other hand, there is a very much larger number of German people there, who would like to hear the German language spoken, and there is a much larger number of Russians, Austrians, who would like to hear radio programs in their language. Now, I do not want to get into a quarrel with anybody as to whether the French language has more rights in Canada than the German or Russian language has, that would lead us too far afield.

I think this, that if it were announced on the radio occasionally that a French program would be put on for the benefit of the French population of the west, and people knew in advance it was coming on, so that if they did not like to listen to it, they could listen to something else, and then if it were announced occasionally that a program would be put on in German for the benefit of the German speaking people of the west, I think both the French and German people would like it, and I doubt very much if other people would object, and I think it would very largely help the Canadian Radio Broadcasting Commission.

But I do say in all earnestness to the French people, that in forcing the issue, and in rousing the resentment to the extent it has been roused, they are not furthering the cause of the French language in Canada; they are building up opposition to it.

*By Mr. Beynon:*

Q. May I just interject a question there? When you made reference to announcing a German program, and so on, you did not intend to imply I think, from your preliminary remarks, that the two languages, French and German, were on the same basis in the Dominion of Canada?—A. No, they are not on the same basis under the British North America Act. There is a very strong feeling in western Canada, however, that they are on the same basis so far as western Canada is concerned.

Q. I know, so far as western Canada is concerned, there is that feeling.—A. Yes. There is some little question in regard to the programs in Regina that I presume is not of general interest, and I do not think I will touch on it except to say this. I notice in the program distributed for the coming week in Saskatchewan, that there are three programs, Monday, Wednesday and Friday,



originating in Saskatchewan. There is one pianist for the three programs, and I am going to suggest to those who are in charge of the programs in Regina, that if they will study the local situation there, if they will study the musical setup in Regina, if they will take into consideration the Regina college, conservatory of music, and use a Regina pianist once in a while for those programs, instead of bringing in a pianist from Prince Albert, and using him alone, they would make themselves more popular among the musical people of Regina, than they are to-day. I think that is all I have to speak about, unless there are some questions.

*By Mr. Gagnon:*

**Q.** I am glad you gave us that opportunity to know your views, Mr. Turnbull. May I ask you if you can tell us what the commission ought to do with respect to the French language in western Canada. I understand you said that the majority of people object to announcements. On the other hand, you said that if there is a national program broadcast throughout Canada, coming for instance from Montreal, that probably the people would not object to the French announcements, although you added, if I quote you correctly, that it might not be necessary to have French announcements?—**A.** That is my view. From the radio standpoint, as I see it, there is no necessity for the French announcements in Saskatchewan at all. The French people in Saskatchewan almost invariably understand English, and the French announcements can be eliminated by having them cut out on the local stations, and their places taken by something else for the thirty seconds necessary. At the same time, if the commission thought it desirable, for some reason or other, to have programs originating in Montreal, announced in French as well as English, and if there was some reason why it should be announced in French as well as English in Saskatchewan the same objection would not prevail to that as prevailed with respect to the announcing of programs originating outside of Quebec.

**Q.** Now, I understand the announcement is very short. They announce: "ce program vous a été présenté pour la Commission Canadienne de la Radio-diffusion," which takes about thirty seconds. Do you say that the people of Saskatchewan object to those words being spoken in French?—**A.** The length of the announcement is not material. It is the use of the French language as an assertion that Saskatchewan is bilingual, when the people of Saskatchewan say it is not.

**Mr. GARLAND:** Has there been the same criticism to the wholly French programs?

**The WITNESS:** I am bound to say that some of the resolutions that I have received have objected to French programs. Personally, a speech in French is objectionable out there, on the basis that the people do not understand it; and consequently they have to turn to American stations, and when they repeatedly have to turn off their own station and go to some other, they get disgusted with the station, not because it is the French language, but because they do not understand it; whereas if they knew that that French speech was going on at a certain time, they would not be turning on the station and turning it off at all. In regard to straight music, I do not think there is any strong objection at all.

**Mr. GAGNON:** I have a letter here which came from a very prominent member of the Saskatchewan government. I am not free to publish it here, but I can show it to you afterwards. This letter deals with the teaching French in Saskatchewan, and I should like to quote these paragraphs:—

Furthermore we are planning to begin next year a series of lessons by radio that will be given in conjunction with those correspondence courses.

The letter deals with the French language being taught by correspondence and otherwise.

The WITNESS: What date is that letter?

Mr. GAGNON: April 20, 1931. Now, may I ask you if those lessons by radio have been given in Saskatchewan?

The WITNESS: Yes.

*By Mr. Gagnon:*

Q. By the government?—A. Yes.

Q. Of course, the answer is obvious. If the people in Saskatchewan are so angry when French is spoken over the radio from eastern Canada, am I to understand that the people also object to French being broadcast from schools in Saskatchewan?—A. As I say, some of the people in Saskatchewan rather look with disfavour on that program of the Saskatchewan government. But that program is not at all inconsistent with what I have said. I have said the people of Saskatchewan do not object to any person speaking French who wants to speak French. Nor do they object to anybody learning the French language who wants to learn it; nor do they object to the government giving facilities to learn French to those who want to learn French.

Q. Must I presume—A. Pardon me. It is one thing to do a thing for yourself, and a different thing entirely to have it imposed on you by somebody else, or to feel it is imposed upon you by somebody else.

Q. Some people might think otherwise. At all events, this letter which comes from a member of the Saskatchewan government, concludes as follows:

No other province in Canada outside of Quebec is giving so much consideration to the French language.

Now, if the French language is taught in such an efficient manner, am I to understand that the English people of Saskatchewan who want to learn French would like to hear it over the radio?—A. No; the people know the hours in which that French lesson is being given. If they want to take the French lesson, they turn on the radio and listen to it. They know it is being given over CKCK. If they do not want to listen to it, they turn to CJRM or some other station and pay no attention to it. On the other hand, the commission programs come through every station, and they have either to listen to it, or else go to an American station.

Q. Last winter, for instance, the Metropolitan opera of New York began to broadcast all over Canada French operas, which of course were heard in Saskatchewan. Do Saskatchewan people object to French operas being broadcast from New York?—A. No, nor Italian ones either.

Q. If I put this question to you it is only to show you that the problem is very difficult to solve, because I understand it is difficult to put a wall around the province and say the French will not pass through. On the other hand, I understand a large number of people from Saskatchewan who speak English only would like to hear the French operas from New York?—A. They do not like to hear it because it is French, but because it is an opera, but being French, there is no objection.

Q. There is not only music in operas, there is also sometimes a dialogue in the French language.—A. Yes.

Q. I have also found in the correspondence which has been sent to the committee, a letter from a very distinguished man in western Canada, Mr. William J. Tupper, K.C., Winnipeg. This letter reads as follows:—

I am sure you will sympathize with their view as you understand—It refers to the French people, from western Canada, who want to hear French over the radio.

—how jealous our French Canadian people are of any infringement on their rights and that any action prejudicial to the French speaking people of Canada would result in creating animosity between the two races and would destroy the unity which at present exists and which is a result of your efforts to unite the two races.

I do not think that any sensible person will for a moment contend that the radio is only intended to contribute to the instruction and pleasure of any particular portion of our countrymen. I should deprecate very much any move in the direction of curtailing the privileges which the French Canadians now enjoy in connection with the radio and I do not think any reasonable English speaking citizen of Canada can produce any sensible arguments in favour of discriminating in this matter against our French Canadian citizens.

If I quote this letter it is not for the purpose of annoying you, but only to show you even in western Canada, the views are not unanimous on that question.—  
A. The letter, Mr. Gagnon does not annoy me at all, nor does it affect at all my attitude, and I think in great part is not contrary to my attitude. I do not think there is anybody who wants to restrict the privileges of the French language in Canada, or take away from them anything they have a right to, but the difficulty is there are people in Canada who say, whether rightly or wrongly, that the French people in Canada are insisting on rights and privileges to which they are not entitled, insisting on the English speaking people agreeing to those privileges whether they like them or not. And I say it is bad for Canadian unity, and it is bad for the French language to allow those feelings to exist or to stir them up. The people have a resentment to the French language being forced. I may say I have here an answer to Mr. Tupper, if he needs an answer. It is a resolution from the Sons of England in Prince Albert. Prince Albert is a point where there are a great many French people too. The resolution reads as follows:—

Whereas: The Canadian Radio Commission is a government-owned institution and is entirely maintained by the receipts from licences issued to the Canadian public;

And whereas: A definite limit is placed upon the official use of the French language by the British North America Act, whereby the French language has no official standing in any province of this dominion, except the province of Quebec;

And whereas: The population of French origin in the province of Saskatchewan represents about two per cent and in the whole of Canada about twenty-eight per cent, in accordance with the census of 1931

And whereas: It is evidently the determination of the French Canadian citizens to make this Canada of ours a bilingual country

Therefore be it resolved: That the Sons of England, Lodge Pride of the North No. 343, in regular meeting in the Imperial Hall this 28th day of June, 1933, do hereby place themselves on record by strongly protesting the broadcasting of any radio program, through any station outside the province of Quebec operated by the Canadian Radio Commission, in which the French language is used, either in announcing or in the program itself. We consider it a concerted effort by the people of French origin to make Canada a bilingual country

Be it further resolved: That a copy of this resolution be forwarded to the Chairman, Canadian Radio Commission; the Regina *Daily Star*; *The Sentinel*, Toronto, F. W. Turnbull, Esq., M.P., Regina; and Rt. Hon. W. L. Mackenzie King, Member for Prince Albert.

I am not saying I agree, but I am trying to get to the committee the attitude of the people out there. A large proportion of the people out there consider



that what is going on over the radio commission is a concerted effort by the people of French origin to make Canada a bilingual country. Actually, that may not be true; but I am saying it is wrong for the commission to allow themselves to be either a party to that or an instrument in any way for building up that feeling in Saskatchewan. It hurts both Canada and the French language.

Q. You will not go so far as to say all the English people are unanimous in that conclusion?—A. No, I would not say they are unanimous, but I would say a large percentage of them in my own province are.

Q. A petition came to this committee from Moose Jaw, Saskatchewan, dated March 17, 1934, and signed by about 30 people, and if you will look at the names you will find about two French and the others English. The letter reads as follows:—

We, the undersigned, wish to express to you and to the Canadian Radio Commission our appreciation of the high order of music and songs presented during the so-called French broadcasts. We find these instructive and entertaining. The French spoken and sung is of the very best and the music is always in good taste.

We feel that any curtailment of these programs would deprive us and many other English-speaking citizens of an occasional opportunity to hear good French songs. We heartily approve of their continuance.

Now, there is also a questionnaire which was sent out by the Young Men's Section of the Saskatoon Board of Trade. The questionnaire consists of nine questions, some of which are as follows:—

Do you like Canadian radio commission programs? Yes—37. No—12.

Do you spend more time with Canadian stations now than you did before the commission functioned? No—13. Yes—35.

What prairie station do you prefer to listen to? See A.

Do you receive CFQC clearly in the daytime? No—28. Yes—20.

Are Saskatoon local programs of interest to people in your community? No—9. Yes—35.

Additional remarks: A: CFQC—14; CJRM—27; Calgary—2; CJGX—7; CHWC—1; Prince Albert—1.

There is the letter which accompanied the questionnaire, and it shows, evidently, that the people who want to restrict the broadcasting of French programs in Saskatchewan are not unanimous.

The CHAIRMAN: May I suggest—

Mr. GAGNON: Of course, you are entitled to your views. I am glad you admit that the people in Saskatchewan are not unanimous about it.

The CHAIRMAN: Might I suggest to the committee that Mr. Turnbull has made his own statement, and given the opinions of the people he represents quite clearly, and it is not competent for this committee to pass upon the question of the B.N.A. Act, nor is it within our reference.

Mr. GAGNON: Shall I discontinue.

The CHAIRMAN: I am not stopping you at all; but when we get into the question of the constitutionality of it, it is certainly not within the competence of the committee.

Mr. GAGNON: All right I have proven my point.

*By Mr. Garland:*

Q. I should like to ask Mr. Turnbull a few questions with respect to the statements he made. It is quite true we must compete with services supplied by the United States to secure listeners to Canadian programs; is that correct?—

A. Yes.

Q. It would require a very much larger sum of money to do that than the amount the commission now has at its disposal?—A. Yes.

Q. You say that private enterprise was willing to supply such a service?—A. I would not go so far as to say they were willing to supply such a service that would compete on terms of equality with the service they have in the United States, but it would be prepared to devote a very much larger sum of money to building up a very much better service than the commission has at its disposal.

Q. Private ownership would have to depend very largely on advertising for its revenue?—A. I think that would be correct.

Q. Private ownership is not likely to extend its service in territory where the advertising revenue would not be worth its while, would it?—A. I would say the advertising revenue would be worth its while in all the largest centres, and it is only in those large centres that the radio stations are being put in any event; but having put them in the large centres throughout the whole of Canada, then, if the stations are of the proper power and proper wavelength, the people in the supplementary side areas would get programs from the large area, and the bonusing of the distribution, if that is the term to use, would carry the programs from one end of the country to the other.

Q. You are supporting the principle of bonusing private enterprise in the extension of chain broadcasts?—A. I am supporting the principle of using the money paid by the receivers of radio licences to assist in the distribution of programs so that those people who have the receivers will get the benefit of their expenditure.

Q. You believe that in order to provide the best service possible over the whole country, it would be necessary to have a very close form of unified control of organization?—A. Over the whole country?

Q. Yes. I shall put the question more directly. Mr. Beatty in his evidence before the committee a couple of years ago, very frankly and I believe correctly, stated that the only way in which to provide the most efficient service in Canada was in the form of a monopoly. I cannot agree with Mr. Beatty's view—A. I think, yes, you might have to form a monopoly with regard to distribution. I do not think it would be necessary to include a monopoly in station ownership for the moment.

Q. You do not think so?—A. No.

Q. Under private ownership, how can you prevent a monopoly developing?—A. Through your licence system. You mean a monopoly in station ownership?

Q. Yes.—A. Through your licence system.

Q. Have they been successful in the United States in preventing a monopoly developing?—A. I am not sufficiently acquainted with the United States to say.

Q. I am afraid you would find out the opposite to be the case?—A. But I am not afraid of a monopoly so long as it is under control. We have monopolies in very many things. You have a practical monopoly in the telegraph services in this country.

Mr. BEYNON: Absolute.

The WITNESS: Two companies.

Mr. BEYNON: Monopolies by those two companies.

The WITNESS: Yes; I am not afraid of controlled monopolies.

Mr. GARLAND: Private monopolies?

The WITNESS: I am not afraid of a private monopoly that is under control, I am afraid of a private monopoly that is not under control.

*By Mr. Ahearn:*

Q. Mr. Turnbull, I do not think a majority of the people of the West are aware that the people who own the radio sets in the United States do not pay

a radio fee at all?—A. Certainly I was not aware of it, and I think very few people of the West are aware of it.

Q. I was wondering if that had any effect on their feelings towards the commission?—A. I have an impression that the \$4 fee that somebody suggested had some effect.

Q. They do not have to pay a cent in the States, and I was wondering if that had any effect on their feeling towards the commission and the licence fee?

Mr. GARLAND: I wonder if Mr. Ahearn means they do not pay a cent directly?

Mr. AHEARN: They do not pay anything for licence fee for the programs they receive over their radio sets.

Mr. GARLAND: Do they get it free?

WITNESS: Mr. Garland suggests they pay in the cost of the goods?

Mr. GARLAND: No one gets anything free in this world.

WITNESS: I quite agree with the chairman when he says there is no use in us getting mixed up in a dispute about a constitutional question, which is the whole gravamen of what I suggest, that the radio commission should be very careful not to get mixed up in this thing.

Mr. GARLAND: I have received complaints along the same lines raised by Mr. Turnbull with respect to the radio situation in Regina, and I should like to ask Mr. Turnbull if he read the evidence given by the commission in answer to some of the same criticisms that were raised this morning, some time ago.

WITNESS: I have read rather hurriedly. I will admit, most of the evidence given before the committee, but you would have to recall my memory to the particular part you are trying to draw my attention to.

Mr. GARLAND: It was contended of course, that the wavelength allotted to Regina was the choicest wavelength available for that kind of service in Canada, and it was only transferred from the east because of the interference of the ship's service signals.

Mr. BEYNON: No, that was CJRM.

WITNESS: Richardson's is in Regina now. 540 may be a very choice wavelength, but our difficulty is it is too close to 550, and unless you have an extra good radio with a selectivity above the average, the radios there cannot tune them out.

Mr. BEYNON: There is no doubt there is a great deal in your contention in regard to the stations in Regina not being satisfactory.

WITNESS: It is terrible.

Mr. McKENZIE: Is it not true, outside of the interference with Bismark and some American stations, that stations CHWC and CKCK have sufficient power to give facilities to that territory?

WITNESS: No; people living south and east tell me that on the wavelengths the two stations now have, they skip that territory.

Mr. McKENZIE: I am living about 80 miles south and east of Regina, and we get those Regina stations very well.

WITNESS: Mr. Perley tells me he cannot get them in Wolseley. I had letters from Rockglen say they cannot hear them there. I have a letter from Kerrobert, from one of the local members, saying that they cannot hear any local station in Kerrobert.



DAVID L. HOWARD, called.

The CHAIRMAN: You are representing whom.

WITNESS: I am representing the Canadian Pacific Communications, and the Canadian National Telegraphs.

This presentation, on behalf of the communication departments of the Canadian National and Canadian Pacific Railways, is prompted by certain statements made before your Committee by Mr. Forbes, Manager of the Victor Talking Machine Company, and the telegram from Mr. Berliner of the Compo Company of Lachine, Que., in order that the interest of the wire companies in radio broadcasting may be fairly presented.

After actively participating in the first trans-Canada broadcast in 1927, the two railway companies took the initiative and pioneered the development of permanent transcontinental broadcast networks in Canada.

It has been the linking of broadcasting stations by a far-reaching network of wire lines that has brought radio broadcasting to its present high standard. Not otherwise could the Canadian broadcasting stations serving the nation—many of them in small centres difficult of access and remote from the larger centres of population—have tapped the supply of nation-wide artistic talent and brought to the listening public the actual personalities of the artists of which they are now giving their listeners the benefit. In no other way could football and hockey games and other sporting events, the proceedings of political conventions and other public gatherings, or the actual voices of the leaders of government and of the Empire, or of His Majesty the King, speaking from distant points or from overseas on matters of national or Empire importance, be brought to the nation.

Mr. BEYNON takes the chair, owing to Mr Morand being called from the room.

Technical and economical limitations alike would have prevented the evolution of radio broadcasting into anything like the high degree of development it has reached, were it not for the thousands of miles of wire lines. From coast to coast these wire lines are utilized in linking radio stations together into groups, or, as occasion demands, uniting them into a single network, nation-wide in extent.

It should be borne in mind that, as the efficiency of radio broadcasting equipment and receiver sets improves, there is a growing demand for better quality of reproduction. Owing to the proximity of the United States and the constant development and improvement in broadcasting in that country, Canadian listeners are most critical of the quality of Canadian programs, and since national interest in Canadian programs must be fostered and maintained, it is essential that the fidelity of transmission in Canada be steadily improved.

The provision of high grade programs has been a gradual development, and it is necessary that the transmission companies keep in advance of the requirements of the public, anticipate in so far as possible the radio broadcasting requirements, and plan to meet these requirements. Part of the service provided in meeting present needs consists of preparing for the needs of the future and making reasonable investment to that end. This means money, equipment and men—the elements behind the development of the art.

The process of looking ahead to to-morrow's requirements is continuing. The engineers and operating men connected with program transmission service endeavour to be at all times in advance of the development of broadcasting. The wire networks and operating personnel have always been ready to meet new conditions as they arose.

Wire transmission circuits provided to-day must meet the test of future requirements. Continuous attention must be given to possible future developments, and it is only by co-operation with such bodies as the Canadian Radio Broadcasting Commission and other interested parties that the best and most economical design of circuits can be determined. The plant and equipment are, therefore, undergoing continual addition and improvement, with due regard to the ultimate objective, which is the reproduction of music and speech in the listener's home—wherever located—so nearly equivalent to the actual program that there will be no perceptible difference.

High fidelity in radio reception all the way from the studio microphone to the listener's receiver is the present trend of the art, and to the radio engineers, the radio industry, and to an ever-increasing percentage of the radio audience, it means a standard of performance that recorded programs do not attain.

As the fidelity of overall transmission steadily improves and the comparison between the results of the recorded program and wire transmission becomes more marked, it would obviously be unethical to make no distinction between competitive services and not let the radio audience realize that the higher fidelity of programs transmitted by wire and the poorer quality of recorded programs are inherently attributable to the two methods of bringing programs and entertainment to the listener.

The wire companies submit that the very wise regulation of the Radio Commission in restricting the hours during which recorded programs may be broadcast, and requiring announcement of such recorded programs should remain in effect for the following reasons:—

1. The unrestricted broadcasting of recorded programs would destroy the prestige of Canadian broadcasting, not only in Canada but also in those parts of the United States reached directly by Canadian stations, or through the medium of exchange programs fed to the United States networks.

2. The value of the plant presently used for program transmission networks is in excess of three million dollars, and the full time of a staff of seventy highly trained men is required in the direct operation of network facilities, with an annual payroll in excess of \$120,000; in addition to which, the indirect operating expenses such as engineering, plant, maintenance, and power supply amount to between \$35,000 and \$40,000 per year.

3. A general statement was made as to the investment in equipment and number of employees engaged in the production of records for broadcasting purposes, but the capital invested, number of employees and payrolls can only be a small percentage of those of the wire companies. Moreover, the investment in plant and training of employees for the production of such records took place after the development of wire networks for commercial broadcasting.

4. This form of competition in the radio broadcasting field was not based upon the development of a superior substitute for the benefit of the radio industry, but was an attempt to secure part of the revenue available from commercial broadcasting by offering to the commercial advertiser an inferior product. It has not stimulated new business, consequently it should be regarded as an industry depending upon subtraction from an already established business and not upon the creation of new business.

The total revenue from commercial broadcasting in Canada is decidedly limited, and does not yield as yet an adequate return upon the already heavy investments and operating costs. If any more of the available revenue is diverted, it cannot be expected that the wire companies could afford to make further investment to keep abreast of the rapid developments in the art. Retarding influences would be detrimental to national broadcasting in Canada,

because while obviously radio broadcasting can continue to advance in Canada without recorded programs, its effectiveness cannot survive if the wire transmission networks do not adequately meet the most exacting requirements.

5. It has been stated that under the present regulations there is discrimination against recordings in favour of the wire companies. This does not appear to be well-founded inasmuch as out of the sixteen hours between eight a.m. and twelve o'clock midnight that constitute the daily operating activities of the broadcasting stations, records may be used for sixty-five per cent of the time.

If the reservation of the evening hours for programs transmitted direct from the studio microphone can be called discrimination it is most decidedly in favour of the listening public. It is during these hours that the radio audience is most dependent upon radio entertainment and has every right to expect programs of the highest quality that can be provided.

6. The Radio Commission networks as supplied by the wire companies, connect with every broadcasting station in Canada, and programs of the highest quality produced by the Commission are available for 4½ hours nightly, and are broadcast to listeners in even the most remote parts of the country, so the statement that unrestricted broadcasting of records would provide better programs in remote districts has no foundation in fact.

7. The ultimate in radio broadcasting can only be attained by bringing the personality of the artist to the listeners, and that wire transmission has achieved this result is made evident by the expressed preference of the public for direct transmission from the studios.

8. The use of network transmission allows not only for the greatest amount of employment of artists since each program must be prepared separately, but also allows for the development of artistic talent in the smaller centres, tending to create a national spirit. Recorded programs concentrate the talent in the larger centres, and as such records may be used a number of times and shipped from one station to another, the artistic talent of the country would suffer very greatly is supplanted by recorded programs. It is only necessary to point out the effect of the sound pictures in many picture theatres, which resulted in hundreds of musicians losing positions.

If the recording companies wish to make records of programs originating in Vancouver, Edmonton, Calgary, Halifax, etc., it would be necessary to set up wire networks. The cost of recording added to network cost would involve great expense, and the tendency would be to saturate the country with recorded programs produced in one or two localities, and by one or two groups of artists, to the exclusion of all others.

The relative quality of speech and music reproduced through the media of electrical recordings and wire transmission merits some explanation.

The human ear recognizes as sound the component frequencies of speech and music ranging from about thirty cycles per second to about sixteen thousand cycles per second. All sections of this range are not equally important, and recent investigations have shown that the quality of orchestral music improves very noticeably as the lower frequency components down to eighty cycles and the higher components up to eight thousand cycles are faithfully reproduced, and all such components are present in their correct volume ratios.

The reproduction of a few musical instruments is noticeably bettered by the inclusion of the full range of the audible frequencies. Although this is desirable as an ultimate objective, the art has not yet attained such perfection in practice.

The fundamental distinction between programs transmitted by wire and those recorded and reproduced electrically is that, in transmitting by wire the response of the studio microphone is instantly transferred to the wire lines without any intermediate processes tending to distort or reduce the quality of



reproduction, whereas electrical recording and reproduction involves a sacrifice in quality in recording the response of the microphone on the record, and a further sacrifice in quality in the process of reproducing the program by means of the reproducer sets in the broadcasting stations.

The sacrifice in quality is manifested by a reduction in the volume level of the lower and higher frequencies relative to the intermediate components. In comparison with the quality of programs transmitted by wire, the range of frequencies reproduced by the electrical recording process with the same fidelity as by wire transmission is something of the order of four thousand cycles, whereas the faithful reproduction by wire transmission in Canada is at present a band of over five thousand eight hundred cycles, which is somewhat in excess of the present demand.

The lower frequencies give body to the reproduction, and the higher frequencies add to the brilliance of music, since more of the high-pitched notes and important overtones are transmitted. In other words, the broadening of the range of frequencies faithfully reproduced by wire transmission makes such reproduction more natural, and the nice distinction between sounds of various instruments are preserved and are transmitted thousands of miles without loss of fidelity or tone.

The gradual improvement in the fidelity of response of the listeners' sets will be reflected by an increase in the range of frequencies faithfully transmitted over wire lines, so that the efficiency of the latter will be kept ahead of the requirements of the public at all times.

May I explain, Mr. Chairman, that this is an answer in connection with the transcription of recorded programs, and the balance of the statement is on the same statement in connection with Mr. Weir's evidence.

In order that some of the evidence given by Mr. Weir may not be misunderstood, the Railway Companies feel that some information should be given this Committee in connection with their relations with the Canadian Radio Broadcasting Commission.

Mr. Weir stated before your Committee on May 18th, under No. 14, Page 446, that in April, 1933, the network condition was in a chaotic state, and, under No. 6, Page 460, that the arrangement between the Commission and the telegraph companies was erroneously based, inefficient, and not economical insofar as a return to the Commission is concerned.

It is somewhat difficult to understand upon what grounds such a general statement could be made. In order that your Committee may be fully informed, it is felt necessary to put before you the attitude of the communication companies to broadcasting in Canada, past, present, and future, and also the attitude of the companies toward the Commission when it was formed.

Radio broadcasting in the United States made rapid progress after 1921, and wire companies felt that it was only a matter of time until network transmission would be required in Canada.

In 1927, the first trans-Canada broadcast took place. The Railway Companies provided a large part of the wire network, and with the experience gained, proceeded to provide permanent facilities as rapidly as possible.

With the publication of the Aird Report on broadcasting in 1929, added impetus was given, as the Companies felt it was only a matter of time until a national system of broadcasting would be inaugurated and wished to be in a position to meet the demand for the necessary network.

Prior to the formation of the Radio Commission, the wire companies had steadily improved their broadcasting facilities, produced and broadcast across Canada several series of Canadian programs of fine quality featuring Canadian artists, in the constant endeavour to create a national feeling of pride in Canadian programs.

Nevertheless, before the Radio Commission was created, broadcasting in Canada was in a chaotic condition; the only national broadcasts being those provided by the Railway Companies and a few commercially sponsored programs. With the exception of Toronto and Montreal, where stations received American programs, stations produced most of their programs locally. Really good programs were at best intermittent and Canada, as a whole, depended, to a large extent, upon United States stations for entertainment.

At the time the Commission was formed, network transmission was highly developed in the United States, the entire country being covered. Many high-powered stations were in operation, and the entire cost was borne by the United States advertisers and manufacturers.

The appointment of the Commission did not mean that a perfect organization sprang into being overnight. The Commission, like any other body, charged with the responsibilities of a large undertaking, must pass through the stages of organization and development. Time, money, and untiring effort must be expended to insure ultimate success.

The Commission was immediately faced with the problem of not only providing continuous programs of high quality, but also of distributing them over an area as large as that of the United States. To perform this task, it was granted the sum of \$1,000,000, and it is quite obvious that the most careful consideration had to be given to economical ways and means of providing for administration, program production, and wire transmission, and, at the same time, of insuring the maximum possible efficiency.

Happily, the Railway Companies were in a position to combine their broadcasting facilities, and those were placed at the disposal of the Commission for immediate network broadcasting, on a nation-wide scale.

Having in mind the limited funds at the disposal of the Commission, and also the fact that time would be required to develop Canadian radio activities to such an extent that additional funds would be available—either through increased revenue from licence fees due to increasing numbers of receiving sets, or through the building up of commercial advertising—the wire companies were prepared to assist in the development of a national system of broadcasting in Canada by accepting, during the estimated period required for the Commission to become thoroughly organized and to firmly establish national broadcasting, such remuneration for transmission networks as, while not affording an adequate return upon the investment, was within the means of the Commission, and would assist the Commission in developing the national system as rapidly as possible.

The wire companies considered that the building up of a national system to combat the steady encroachment of United States programs was of paramount importance to Canada, and were willing to sacrifice for this period a certain amount of revenue to assist in its development, in the expectation and belief that having so facilitated broadcasting in Canada, and achieved reasonable success, they could anticipate a continuance of the present network with more adequate return, and by the exercise of constant foresight, meet the most exacting requirements of the art.

During the early stages of the organization of the Commission, the wire companies did provide free wire service for station exchange programs as mentioned by Mr. Weir, on Page 481, but this was purely a voluntary service provided by the companies to assist the Commission in its most difficult period, and was discontinued just as soon as the Commission was able to make progress with program production. The wire companies could not be expected to provide free service indefinitely, but they continued to co-operate with the Commission in supplying free service for programs of national or international importance during day hours when the Commission had no regular program scheduled

time arranged and felt that sufficient funds were not available to compensate the wire companies for the use of their networks for such special programs.

Irrespective of the nature of the body that Parliament might have approved and established for the regulation and control of radio broadcasting in Canada, the wire companies were prepared as no other industry connected with the art was prepared to meet the emergency confronting the future of Canadian broadcasting, and have demonstrated the high quality of their service, both as regards general efficiency and the fidelity of programs transmitted as well as their ability to furnish standards of transmission throughout the length and breadth of the nation comparable with those existing in any other country.

*By Mr. Garland:*

Q. You are representing both the lines?—A. Canadian Pacific and the Canadian National.

Q. There is a working agreement between them?—A. In connection with radio our facilities have been combined.

Q. When you refer on page 3, sub-clause 2, to the value of the present plant, you refer to the total cost of the equipment and wire services?—A. No, I refer to that part of the plant that is used by the railway companies for broadcasting purposes; that is to say let us take a pole, and suppose there are 20 wires on that pole, and two wires were assigned for broadcasting purposes, one-tenth of the plant is radio plant. The same thing applies to our inside equipment.

Q. You say here that you require a full time staff of 70 highly trained men?—A. During the hours.

Q. During the operation?—A. During the operation; that refers to about 6½ hours, the evening hours, when the trans Canada networks are in operation.

Q. I thought that they had contracted only for three hours a day?—A. I mention here 4½ hours, but in the operation of a circuit of that kind, the lining up of the circuit before putting it into operation consumes anywhere from 1 hour to 1½ hours, depending on the conditions existing.

Q. There are some other questions I should like to ask, but perhaps I had better not, in regard to the possibility of a 16 hour service. What would the charges be? I do not suppose you would like to state that; it would be a matter of contract?—A. I do not think it is very embarrassing.

Q. It may be later, when you come to make a contract with the commission?—A. The rates for all classes of service are pretty well standardized, and we receive them. There is no secret about it. It is only in a very great emergency, as we consider this particular organization, that we enter into a contract—

Q. Would it be possible without collaboration, to carry on a service of this kind and get away from the high cost of transmission?—A. You are asking my personal opinion. I can only give you my opinion of it—not without assistance.

Q. Not without assistance?—A. I would not think so. There is not sufficient network broadcasting today of a commercial nature to consider an item of this size at all. It would be a very minor detail of a very minor character at the present time.

*By the Acting Chairman:*

Q. Tell me about how much of your equipment has had to be added to as a result of radio transmission?—A. Now, that is a pretty good question. Do you want it in detail or in a general way?

Q. You have not got it broken down?—A. Not in probably the way you require it. Maybe we can answer it in a general way, which will give you the information. You refer to the additional equipment added on account of radio?



Q. Yes.—A. Well, you see our breaking down would not give it in just that way. If we decide to set up a pair of wires for broadcasting, we would not necessarily string a pair of wires. Most plant equipment is covered by one pair definitely assigned, with another pair considered as stand-by services. Now, we would assign two wires for a direct service, and we would take these wires and by transposing another outside line, work it up in shape, so that they would carry the broadcast; because, as you know, broadcasts carry a higher type of transmission than any other class of transmission service. So that in giving a figure as to what we added, I would hardly be giving the correct figure, because necessarily when you put wires into service of that kind, you take them out of the plant, or take them out of availability of plant in other services.

Q. For the number of hours?—A. Yes. In other words, if this service is on for six hours per day, then that is the portion of the usable time or available time for commercial purposes, necessarily it would only take that portion in assigning the invested capital.

Q. You have already said you received considerable returns from the broadcasting in compensation for improvements made, have you not?—A. Well, I would not say considerable available revenue; for broadcasting has certainly not covered the operation and investment costs of any of the wire companies.

Q. You mean to say the wire companies have been leasing their wires at a loss?—A. No.

Q. You have been making a profit?

Mr. GARLAND: The return is adequate.

The WITNESS: We are making a return, yes. In other words, if we had a return of half a million dollars a year, and \$300,000 was operating and other charges, the network return on the \$500,000 of compensation for the \$3,000,000 plant time, is very very small. It is not a return on the investment at all.

*By the Acting Chairman:*

Q. Of course, that would be on the total investment?—A. Yes.

Q. These wires were all up before broadcasting came in at all?—A. You understand, they were put up for a purpose. If you have them up for radio, you certainly have not got them available for any other class of service.

Q. Does not the peak of radio broadcasting come in at the ebb of the commercial work?—A. To a great extent in some localities; not necessarily trans-Canada.

*By Mr. Garland:*

Q. Suppose the commission developed its national plan and required a 16-hour service?—A. Yes?

Q. You would be in a position to supply it?—A. Yes.

Q. Would that interfere with the regular commercial plant service?—A. No.

Q. So that the point raised by the chairman still stands?—A. Very true. Of course, you must consider conditions existing to-day as compared with what existed in 1929. You also must consider this: the combining of the two companies' plants for radio broadcasting gave flexibility that one company could not very well have. If the plant that we had in service, and we have it in service to-day, was capable of handling the business of the country of 1928 and 1929, when the telegraph and transmission services of one company was as great as the two companies are to-day, certainly we can say we can go ahead and assign the plant to-day, but to say whether we could assign that plant out of the existing conditions of business in 1929 and 1930, would require study; and, then, there are other factors, such as carrier current, which have added to the expense, which is a reasonable expense, rather than stringing additional wire.

Mr. MORAND resumes the chair.

*By Mr. Morand:*

Q. Can you give the committee any idea of the total wire revenues for 1931?—A. When you say the total revenue, do you mean the listed revenue or—

Q. Break it down, if you like.—A. 1931? I cannot give you that. I would say the total revenue of the two companies in 1932, probably would be better than 1931, and would be in the neighbourhood of \$7,000,000.

Q. What was the wire revenue for broadcast purposes?—A. In 1932?

Q. Yes.—A. Previous to the commission?

Q. Yes.—A. Roughly about \$100,000, it might be \$110,000.

Q. I think that is correct. That is my information anyway.—A. That is the first reason.

Q. What is the present revenue from the commission?—A. If you do not mind, I would rather the commission discussed that. I would just say it is not unsound in a general way, that the revenue for the service is 30 to 40 per cent less than either the N.B.C. or the Columbia were able to get the service for.

Q. For exactly the same service?—A. Yes, sir.

Q. You are not comparing it on the basis of the wire hours?—A. 16, no.

Q. But breaking it down to exact.—A. Hours. My figures are also an approximation. I am not being tied down to the figure. I am giving you approximately my idea of the service first without disclosing the exact figures.

*By Mr. Beynon:*

Q. On page 4, paragraph 5, you criticize the statement of Mr. Forbes, and you say:—

It has been stated that under the present regulations there is discrimination against recordings in favour of the wire company.

Then you say:—

Out of the 16 hours between 8 a.m. and 12 midnight that constitute the daily operating activities of the broadcasting stations, records may be used for 65 per cent of the time.

Now, that may or may not give a true picture. What Mr. Forbes did say was this. The records were given out at the only period of the day when broadcasting was profitless from an advertising standpoint. Is not your picture there a little unfair?—A. Distorted?

Q. No, I would not say distorted. I say it is a little unfair to the recorded program.—A. I am glad you brought that up, because in the brief that is submitted, I endeavoured to keep away from any expressed feeling, except to present our own case. Personally I do not think it is an unfair statement, because while it is very true the greatest volume of listeners are in the evening hour, there are many many programs of a commercial nature that are on the air until 7 to 7.30 at night, or whenever this regulation is in effect. There are many hours of advertising, our own particular case, with which you are well acquainted. We, as a company, feel that the broadcasting of our noon program from Toronto is one of the finest and best listened to programs in Canada. Now, if we were to say that the time after 7 or 7.30 in the evening were reserved for high class transmission services, it is our contention we certainly would not be hindering the development of the service by record.

Q. Now, you state at page 5, Mr. Howard, or rather imply, that wire transmissions are the only ones that give us the human voice correctly?—A. No; I say, if you note further down, Mr. Beynon, that in describing the range of frequency, the medium of transmission—I thought I brought that point out fairly clear, but what I am trying to say is to bring the lower frequencies out, to give body to the production down to 80 cycles.

Q. What you mean is it gives the listener of the program the impression as though he were listening to the program himself?—A. We try to bring the artist to the listener.

Q. The other people think that they give it? They say that you cannot distinguish between the recorded program and the direct broadcast?—A. I suppose all that we can do is to give a personal opinion.

Q. If they are not alike, it is a matter of deciding, and if you cannot distinguish between them, what difference does it make?—A. I would say if there is any radio listener in this room who will tell me frankly that he listens to a program of recordings when he can get a program from the studio, I shall be surprised. I have never heard anybody say it. I can understand that if it is a broadcast of the old type. The gramophone record was not popular and is not popular to-day. The electrical transcription is an entirely different thing; but if the broadcaster had to announce that it is a recorded program, the listener is prejudiced against it before he hears it at all. Now, there is no question about that in the world?—A. I would not take that quite in its entirety. I would not say the listener is prejudiced. I would say you can give me a good program. If I want to listen to a good program given, then I will certainly listen to it.

Q. You might listen to it, but before a broadcaster can get to you, he must break down your prejudice against the recorded program. I know that is a fact.—A. It is a fact, or possibly it has been brought along due to the little success they had with the ordinary gramophone record. It is like every other prejudice. You break it, but it takes time to break down. It is quite within reason to expect that if you can take an artist and put him right on the line, right on the air, as they actually perform, no intermediary service, which requires reproduction from one place to another, and then the second one, to get it out on the air that it is going to equal it; it simply is not done. Now, let me explain further; in regard to page 7 where I described frequency range, and the effect of breaking off their interference into cycles is very marked after you get to a certain place. It is either the high or the low frequencies that are the ones which are affected in the cut-off—

Mr. GARLAND: In the record.

The WITNESS: In the record. When your frequency gets around 4,000, as I explained there, from there to 5,000 you can still hear the noise, but you are going in the mud all the time. You are simply cutting off. Now, the statement is made here, and I think we have been quite conservative, in our statement, that the effective range on a comparative basis as between recording and wire is in the nature of not only 4,000 as compared with 5,800 as effective to-day—we say 5,800 is the demand of the service to-day—I mean that is what the receiving sets are able to receive.

*By Mr. Beynon:*

Q. I may tell you that my reaction to this at the beginning was this: I was naturally prejudiced against recordings, and I am anxious to get to the bottom of it?—A. I am very anxious to assist you.

Q. These people are people who have no interest in other lines or recordings or transmission lines, and they have submitted to me more or less in admiration for the recorded programs as they are now, and I was just wondering— —A. There are improvements.

Q. I don't know anything about them. You have to go into this phase of the question and that is the reason I was questioning you, because my information was the other way to begin with.—A. You understand that we are not saying that the recorded programs are not good programs. We do not pretend to say that. We say the recorded programs, coming in at the particular time when the audience is the largest, and when the demands are the greatest for a



higher class of transmission, that the audience deserves it. That is what they are paying for.

Now, as a transmission man, I do not think it necessary for me to make a stand on a transmission case. Naturally I am prejudiced, but I certainly recite what is the experience of anybody in either the broadcasting field or the transmission field, who think there is not any comparison as between the two. Now, one other point that was brought out there was in regard to the revenues. I was asked a little while ago what the revenues were, and I gave \$100,000 or some rough figure, which represented commercial broadcasting. I say this, any interference with or a dropping of the revenues naturally affects the revenue of the wire companies, after they have developed, and they are developing all the time—I mentioned 8,000 cycles. It is not going to be very long before you get it. It is not going to be very long before you get television. Somebody has got to carry it. You cannot wait until it gets here. You have to be ready when it arrives.

Mr. GARLAND: It may not be long before we have short waves that will do away with all the present type of broadcasting.

*By Mr. Wright:*

Q. I think Mr. Howard satisfied us in regard to the line wire charges, as far as he is concerned, but we are looking at it from the listener's point of view, what can he pay?—A. That would be all right if we were some place where we could build a fence around us; but we have to compete with services in the United States. We have to come up to them or pretty close to them. I say this quite frankly; I agree with you that the price asked for this service should be a reasonable price, but it should be in keeping with the ability of the listener to pay. This is a general discussion. The broadcasting commission agreement was entered into in this way: It was a case of putting the cards on the table. They had so much to spend; we had so much service to sell, and the question was what could we give it to them for temporarily, until radio broadcasting was established in so far as the commission is concerned. If we sat down and tried to figure a return on the \$3,000,000 and the operating expenses, then no one could justify the contract we made with them. But that is what we had to do to meet the situation.

*By Mr. Garland:*

Q. On the point raised by Mr. Beynon, if I get it correctly, the only difficulty that represents the objections to reproduction as between the voice direct to the microphone, and the recorded voice over the record, is the intervening mechanical process of running the record. Are there any others?—A. There may be others, but that is one, at least. I am not up in the ways of the record, but I have certain fundamental knowledge. There may be others, but to me that seems to be the main factor.

Mr. BEYNON: The recorded electrical record runs at  $33\frac{1}{3}$  revolutions against 75 of the other, and therefore you get away from that noise entirely.

The WITNESS: You get away from the noise?

Mr. BEYNON: Yes.

The WITNESS: It is not the noise I am speaking of. I think their stuff is clear, and as far as they are able to reach out, I think it is good, but where their difficulty comes is they cannot get above a certain cycle.

Mr. GARLAND: I cannot understand why there should be any variation in the pitch of the voice at a given time, whether it comes from the voice direct or from the record.

Mr. BEYNON: In the old gramophones the motors were not monitored, and did not run at a constant speed. To-day the speed is consistent.

Mr. GARLAND: After all, it is a question of the pitch of the voice.

*By the Chairman:*

Q. Do you mean, Mr. Howard, the recording cannot pick up the frequency above a certain amount; beyond that the frequency is lost?—A. They are not transmitted in the relative value to the other transmission, once you get it above 4,000. The radio machine five or seven years ago would carry a frequency, probably, up to 5,000, and then it begins to cut off. To-day the machines are up around 5,500 and eventually they are going to reach eight thousand, within the next two or three years. But the contention is the record reduces the clearness of the higher and lower frequency. When it gets to a certain range, it loses that relationship with the other frequencies, so that it is distorted.

Mr. GARLAND: You are contending the microphone can take a higher vibration than the record?

The WITNESS: Absolutely, surely.

Mr. GARLAND: I don't know anything about that. I was thinking of the same vibration coming from the voice and from the record. I must say that there should be no difference in broadcasting that over the same record. It is the record itself that you are speaking of?

The WITNESS: That it is. I am sorry I did not get your point.

*By Mr. Ahearn:*

Q. Do you believe in the ruling of the commission restricting the use of records? Don't you think it will work a definite hardship on the small stations in this country?—A. Well, I produce a chart, Mr. Ahearn, that I brought down with me, or had it sent down. I say in my brief that for four and a half hours every night every station in Canada is covered by programs brought to them by the wire transmission.

Q. At the same price?—A. Radio Broadcasting Commission programs delivered to them.

*By Mr. Beynon:*

Q. You say every station in Canada?—A. To my knowledge, there are one or two which are not there, but they are mostly stations that have just recently come into the field.

Q. No. We were seven months in Saskatchewan without any programs at all—I refer particularly to Moose Jaw?—A. That was not because of wire transmission. Don't forget we were giving to your Moose Jaw station long before the Radio Commission.

Q. What I am getting at is this, if they do not get the use of the programs of the commission then we are up against the proposition Mr. Ahearn mentioned.

Mr. AHEARN: I was thinking of the little fellow. What change is it making in his station?

The WITNESS: I would say that as far as the transmission line is concerned, and that is what I am trying to get over, there is no reason why the little fellow cannot get the programs from the transmission line.

Mr. AHEARN: At the same price?

The WITNESS: There is no price involved so far as transmission lines are concerned with the Radio Commission. We serve the lines from Halifax on the east to Vancouver on the west, and it is covered in every station.

Mr. BEYNON: You are doing that off the main line too?

The WITNESS: We do. At the present time we feed Prince Albert; we feed Lethbridge; we feed Kelowna, and we are feeding Charlottetown.

Mr. BEYNON: At the same price?

The WITNESS: It is all in the one contract.

Mr. BEYNON: Nothing extra?

The WITNESS: Would I be presumptuous if I showed you a chart for the present line-up? The chart, as you observe, begins at Sydney, Nova Scotia, CJC-B, and every station that is connected with wire companies is shown on the chart, right through to Vancouver. You will notice the cities of Prince Albert, Lethbridge, Regina and Yorkton. We run over to Charlottetown, up to Quebec, and so forth. Now, the two lines as shown are yellow and red, and they represent the combined lines of the Canadian Pacific and the Canadian National which are assigned to Canadian radio broadcasting services.

*By Mr. Beynon:*

Q. The chairman of the commission stated this morning that it cost about \$9,000 to feed the programs to Kelowna?—A. That is the change that came in after the contract was signed.

Q. If that had been in when the contract was signed, it would have been taken into consideration in fixing the amount of the contract, would it not?—A. Yes, it would have been, because the contract was naturally built on a mileage basis.

Q. That is what you would expect?—A. Yes.

*By Mr. Garland:*

Q. The revenues received from the commission are apportioned in what way to both companies?—A. 50-50, just the same as the line distribution. The mileage of lines assigned is on the same basis. One of the features that possibly I might mention here is that the combining of the lines ensured continuity of program, due to the fact they had alternate rights available, so that over the period we have been operating, my recollection is that the amount of lost time has been so small we have never heard from the commission. The programs have been able to get through no matter what the condition.

Mr. BEYNON: That is good business sense, anyway.

The WITNESS: Yes, it is good business. During the past winter, when the American lines were down in Dakota and other places, we were operating in Saskatchewan and Manitoba. We can give continuous service, because, as I say, we have this multiplicity of lines available.

The committee adjourned at 1 o'clock, to meet again at 3.30 p.m.

---

## AFTERNOON SITTING

The CHAIRMAN: We have Mr. Watson Sellar, Comptroller of the Treasury here, and I would ask him to come forward.

WATSON SELLAR called.

The CHAIRMAN: In asking Mr. Sellar to come here, we asked him for considerable information, which I shall ask him simply to file first of all, and we can then discuss the question of how much of it we want to discuss publicly, or not.



The WITNESS: These are the statements I have assembled, sir. I do not know whether they go as far as you want them to go, in the way of details, but if you want to follow it up, I will break it down further.

The CHAIRMAN: We shall go over them, and if we decide we need greater details, we shall let you know.

The WITNESS: I have only two copies, but if you want more, I will have them run off.

The CHAIRMAN: We will let you know later. Is there anything you wish to say in relation to the financial set up of the radio commission? Will you explain to the committee how it works?

The WITNESS: Well, the financial set-up which we handle is this: The Comptroller of the Treasury's office has all the accounting staffs in Ottawa, also outside. The radio commission accounts are handled by what we call our Research Council Building service. Last year the grants to the Radio Commission were \$1,025,000. In addition to that, by section 14 of the act of last year they were allowed to use such revenues as they received from their operations for expenditure purposes. Their votes were supplemented by that amount. Throughout the year one of our problems was that this was a brand new service, and we had to experiment to a certain extent; now, for the moment, we are somewhat at a standstill, due to the fact that section 145 of the Act expired on the 30th of April. As you will recall, the act provided last year for the submission of a budget to the Minister of Finance for his approval. Due to the fact we do not know what is going to be done this year, that budget has not been submitted to the Minister, and up to the moment we have been operating on the same basis as last year. The staff organization was arranged to be carried on in the interval. That means a temporary set-up by the Civil Service Commission with the approval of the Treasury board.

Mr. McKENZIE: The extra \$25,000 in addition to the \$1,000,000 was revenue received by the commission?

The WITNESS: No, it was a grant, Mr. McKenzie. You see, one of the difficulties is to distinguish what you might call the revenue received from the receiving licences and the grants, because they do not reconcile with each other. That is one of the things that we find troublesome in handling. People say we are paying \$2 for a licence, and that should be going to the radio commission. As a matter of fact it does not. The \$1,025,000 is a grant. The revenues they got were chiefly gained in Toronto on the operations of the Toronto station from broadcasting advertising programs, etc. There were some other revenues, but Toronto revenues were the main source. The total receipts were just a little over \$100,000.

Mr. WRIGHT: You are operating this year on the same basis?

WITNESS: We are for the moment. We have to adjust ourselves to whatever form the legislation takes. The service, we felt, had to go on, and we had to work out something.

*By the Chairman:*

Q. Can you give us any advice or any ideas on the collection of the \$2?—

A. Well, yesterday, for my own curiosity, I obtained from the Marine department office a break-down of the licence sales last year. There were 692,000 licences sold, in round figures. The larger number were sold on the basis of 15 cents for commission. Certain of the revenue post offices got less, five cents, and a few licences were issued for nothing; that is, they were handled either through the regular employees of the department, or came in by the mail. But there is that problem, sir, how do you want to handle these in the future; whether you think the overhead cost of operating that service can be reduced.

and then there is allied with that this fact: The actual revenue of the Marine department, for which you might call broadcasting services in this past year, totalled \$1,294,000, while their expenses of administration were \$248,000. That includes the interference cars, and the collecting of licences, and so on. So that on the year's operations you might say, if you deduct that, there was a net revenue which could accrue to the commission theoretically, or about \$1,045,000.

*By Mr. Gagnon:*

Q. It seems to me that the cost interference is rather high?—A. The collections?

Q. No, interference.—A. I can give you the break-down of the particular items, if you like. There is approximately \$162,000 for salaries.

The CHAIRMAN: Of whom?

WITNESS: Employees of the Marine department concerned with the book-keeping of those licences and the operations of their services, radio service distinct from what you might call oceanic service, ship to shore service. Upkeep of cars last year cost \$10,266; travelling expenses, \$13,500; office expenses, printing and stationery—that includes their Powers equipment, \$29,900.

The CHAIRMAN: What do you mean by "Powers" equipment?

The WITNESS: They used a type of addressograph equipment for keeping track of the licences, and send out cards from year to year. Last year they switched to a more modern punch card system. One of the companies is the Powers. They installed that equipment last year. It is on a rental basis, which is fairly substantial, but it is a very economical system. Then they spent \$6,400 for cars, and sundries of various characters were \$25,000. If you would like a detailed break-down of those items, I could get it for you, for this is just a summary.

Mr. WRIGHT: Would that all be for radio-broadcasting or some other marine service?

The WITNESS: No; that is separate, that is what we call service to listeners.

Mr. GAGNON: Do you think that the interference factor could be handled by the commission? Do you think it would be a good thing?

The WITNESS: I have not enough technical knowledge to give any opinion on that. I do think the Marine Department are of the opinion that ultimately greater use can be made of the Post Office in collecting the licences. You will see on this list here that last year 107,752 licences were sold by post offices on a commission of 5 cents, and 60,543 on a commission of 15 cents. The first were sold by those who were full-time employees, and the second by those who are on a revenue basis, revenue postmasters. I think there is a field there where the overhead can be reduced, because the cost of the commissions for collecting licences last year amounted to a little over \$104,000.

Mr. GAGNON: Someone has suggested the collection of licences could be given to the Minister of National Revenue, whose business it is to collect all sorts of revenue.

The WITNESS: Well, when I talked to Commander Edwards some time ago, he told me that one of his problems was to be sure they were followed up, and by a system they were putting in, they were hoping to get every radio, and he claims the dealer up to the present is their best source of information for getting a list of those who have radios. They are up against the problem of the second-hand radio, however.

Mr. WRIGHT: It was suggested that in conjunction with the post office they might have a silent man in each constituency, who would do all the chasing up, keeping in touch with the radio sales people. That would not be any cheaper

than the system at the present time? In the post office there would be an absolute check-up, but there should be something in addition to that, someone who would do the chasing up, and I think it could be done at a very much less cost.

The WITNESS: There was a falling off last year. The year before they received \$1,470,000 from licences, and last year \$1,294,000. Whether that can be recovered or added to, is a question, but they hope for more money this year.

*By the Chairman:*

Q. The total cost is \$128,297; is that right?—A. No. The total expenditure of the Marine Department for that sort of service was, if you want to take the face value of the licences, and their expenditures, you would have \$353,000.

Q. Cost of collection?—A. Yes.

Q. Just for collection?—A. And operation of the interference.

Q. What did it cost for collection only?—A. Do you want commissions included?

Q. The whole thing.—A. You can add \$89,500 to the \$104,000.

Mr. McKENZIE: What is that for?

The WITNESS: That is what we call cost of administration of the collection of licences.

Mr. McKENZIE: And the other \$104,000 is commission?

The WITNESS: Commission to the people. The operation of the interference was \$159,000.

Mr. WRIGHT: Mr. Cardin has more experience in this than the rest of us, and I would like to have his views on it.

Hon. Mr. CARDIN: I have forgotten a lot of these things. Do you think, Mr. Sellar, there would be an improvement in the finances if that branch of the Department of Marine were transferred to the commission?

The WITNESS: I do not think it fits in to the commission's business. The commission's business is to broadcast. The looking after the interference might fit into it, but I do not think the collection of licences would.

Hon. Mr. CARDIN: Suppose the interference system was transferred to the commission, that would mean the creation of a technical staff, or the transfer of the present technical staff from the Department of Marine who looks after the business now.

The WITNESS: Yes.

Mr. WRIGHT: My judgment is everything pertaining to power station supervision and everything that might come under the technical head should go to the Department of Marine.

Hon. Mr. CARDIN: Otherwise it would mean the creation of an organization for the commission which would be equivalent to the one which already exists in the Department of Marine. We gain nothing by that.

Mr. WRIGHT: Would you not have more than half the material there today in the Department of Marine?

Hon. Mr. CARDIN: Is there not a distinction between the character of the technical work of the Marine Department, radiotelegraph work, and the work of the radio Broadcasting Commission?

The WITNESS: This is a technical subject on which I cannot give you the necessary answer, because I do not know enough about it. I know this, Commander Edwards' organization ties in with their work, ship to shore work, and other work of that character; and if you took them away, you would have to put in an organization to take care of that particular branch of activity.

Mr. AHEARN: Would not that add to the expense?

Hon. Mr. CARDIN: It is just a question.



The WITNESS: I know so little about it, Mr. Ahearn, I would hate to venture an opinion.

Mr. GARLAND: Is there a serious proposal to take away from the Marine department radiotelegraph service and other services of that form in connection with the Marine department work?

The WITNESS: No; I was just asked a question, whether it was thought it would be advisable.

Mr. GARLAND: The question does not arise?

The WITNESS: No. The question was just asked me.

The CHAIRMAN: You have no definite statement to give to the committee as to the method whereby we could collect this amount of money at less cost than what is now entailed?

The WITNESS: No, sir, I have no specific recommendation to make; because my business is expenditures, not revenues, and my staff have first regard to the handling of the budget of the Radio commission; however it looks to me at the present time as though they are going to run over \$1,000,000 this year unless there is a substantial reduction in the operating costs during the summer months.

Mr. McKENZIE: Do you think it possible for the commission to do the work expected of it for \$1,000,000 a year?

The WITNESS: If they are doing the work expected of them now, it is costing them \$110,000 a month to do it. Multiply that by 12, and you have a self evident answer there.

Mr. McKENZIE: Have you made any estimate as to just what amount would be required to nationalize the radio business entirely?

The WITNESS: No, sir.

Mr. McKENZIE: You have no estimate in your department?

The WITNESS: No, sir.

Hon. Mr. CARDIN: Do you think, Mr. Sellar, it would be advantageous to use more than we are doing now, the services of the regular employees of the government, whether post office employees or any other employees, in the collection of licences?

The WITNESS: I think the post office side could be extended, Mr. Cardin. In the past year, dealers issued 361,559 licences, banks 15,885, post offices 168,295, part time radio inspectors 1,717, R.C.M.P. 4,804, staff employees 12,000, and house to house canvassers 128,297. I think that the post office system lends itself to going more into that business.

Mr. AHEARN: What did the house to house canvassers average from the collections; have you any idea?

The WITNESS: It roughly works out to a little over 25 cents.

Mr. AHEARN: For each licence?

The WITNESS: Yes. You see, the scale is graduated. At the commencement of the season they start at 15 cents; as the season advances the rate goes up, because they have to go further to make a sale, and at the end of the season the maximum allowance is 50 cents. Last year there were 5,000 sold at a commission of 50 cents.

Mr. GARLAND: Fifty cents?

The WITNESS: Yes, 25 per cent commission.

Mr. AHEARN: Out of \$2?

The WITNESS: Yes.

Mr. WRIGHT: Would it not be possible to put the responsibility for making the collection on the mail carriers, rural and urban?

The WITNESS: Well of course, the rural mail carrier is not a government employee; he is a contractor.

Mr. WRIGHT: His earnings are very small, and a little commission would be helpful.

The WITNESS: He might be of help.

Hon. Mr. CARDIN: That would improve his position.

Mr. GARLAND: Is there a method of registration of receiving set users?

The WITNESS: The dealers report.

Mr. GARLAND: Is there a department concerned with the keeping of a record of the names of those who have paid?

The WITNESS: Yes. The Marine Department records every licence sold, and at the commencement of the fiscal year, they send out a card notifying you your licence has expired. Last year I arranged with Commander Edwards that I would not pay my licence, and he would not say anything to his staff in order to see if they would catch me. He told me they should catch me some time in the month of September, and they caught me the last day of September; so his system works. They have a follow-up system. Of course, their trouble is, people move, and they lose track of them.

Mr. GAGNON: I have done the same thing in Quebec. I have waited until I was checked up. I paid my fee on the last day of the year, and nobody checked me up. They might have been around when I was absent.

The WITNESS: I have two cases they did not get at all; but they caught me, I know that.

Mr. GAGNON: It seems to me there is much in Mr. Wright's suggestion that mail carriers might be used.

The WITNESS: I understand they are used pretty extensively in Australia. I know the Marine Department is not lacking in seeking to follow up and improve their system. They are quite conscious of that.

Mr. MCKENZIE: I believe in western Canada the main trouble is that people do not know where to go to get a licence. I think if there were a notice in every rural post office the same as there is in some of the larger post offices in the east, saying "Radio licences sold here," or something like that, it would be a great help. I have met so many people who admitted to me they never had a licence; they did not know where to get it.

Mr. GARLAND: Did you ever read a notice in the post office in your life?

Mr. MCKENZIE: Yes, I have seen them in the east. You cannot help but read them—"Radio licences sold here"; you see that in the post offices. They do not seem to have them in the west. I think if they were put in every post office people would know where to go to get their licences.

The CHAIRMAN: Is it not on the card that is sent to each one owning a radio set, the fact that he can purchase his licence at the post office?

The WITNESS: I have not read the card for a year. I would not like to give a dogmatic reply. I am not sure of my ground.

*By Mr. Garland:*

Q. Has it ever occurred to the department that there might be a method of hastening or speeding up collections by the remittance of 15 per cent or whatever commission is allowed to those who go around?—If it has, the Department of Marine has said nothing to me about it.

Q. Do you think there would be any merit in it if it were arranged that if the licence were paid by such a date there would be a rebate?—A. You mean you get a discount for prompt payment?

Q. Yes. You would not save anything particularly except that you would speed up collections possibly?—A. Of course, you would immediately have the complaint that you are establishing a precedent and should go further and give the discount for prompt payment of income tax.

Q. There is a penalty if you do not pay it promptly.

Mr. AHERN: Why not a penalty here?

Mr. GARLAND: I think a penalty would be a good system here. I am in agreement.

Hon. Mr. CARDIN: Suppose in having changed the system you would reduce the amount of expenditures in collecting the licences, do you think a saving would be involved to permit the Commission to go on and make larger expenditures?

The WITNESS: No. I think you have got to sell a substantial number more of licences, and then you have got to work out a system whereby the revenue from the licences is going to be earmarked for the Commission. As it is now you have a grant of a million dollars, or a grant for a million dollars for two years.

*By Mr. Garland:*

Q. In addition would you consider it advisable that the Commission itself when in receipt of its full revenues should lay aside a certain sum earmarked for capital construction?—A. I think there should be something of that sort, because, while I know nothing about that business, I observe it gets out of date very quickly, and you have got to provide quite a substantial sum for replacement. If you want a suggestion, my thought on this matter and my feeling would be this: that you set up a trust account of all revenues from the sale of licences in the Consolidated Revenue Fund and budget against that trust account subject to the approval of the Governor in Council and provide a vote in the estimates, let us say, for the salaries of the commissioners, so that the House of Commons would have an item to debate. Thereby you could regulate it if your revenues were sufficient to run your Commission.

Mr. McKENZIE: At the present time quite a number of people think that the Radio Commission get the licence fees in addition to the million dollars that is voted in the estimates.

The WITNESS: Yes, but they do not.

Mr. GAGNON: Because some of the members say so.

The CHAIRMAN: Some of the members of parliament did not know.

Mr. GAGNON: Last year there was a debate in the House on the budget and a prominent man stated that it was a useless expenditure.

*By Hon. Mr. Cardin:*

Q. Did I understand you correctly, Mr. Sellar, that the grant which is made to the Commission in the doling out of licences is the total amount collected for licences less the expenditures for collection and interference services?—A. No. The amount is set arbitrarily now. I do not think it has any relation to what the revenues are.

*By Mr. Garland:*

Q. As a matter of fact, what was the total revenue collected from broadcasting licence fees last year?—A. Do you want the face value of the licences, or less the commission?

Q. Less the commissions?—A. \$1,294,434.40; unless you deduct from that the cost of the Marine Department in making these collections and the operation of the interference cars.



Q. How much was that?—A. \$248,800. Deducting that it leaves \$1,045,000, and the Commission was granted \$1,025,000.

Witness Retired.

Mr. C. H. BLAND, called.

The CHAIRMAN: Have you a statement you wish to make, Mr. Bland?

The WITNESS: Mr. Chairman and gentlemen, I am indebted to the Radio Commission for a copy of their submission to this committee with reference to the methods of selecting and paying their staff, and to this committee itself for the opportunity of submitting to it the feeling of the Civil Service Commission in regard to the matter.

As the committee probably knows, the original Radio Act provided that the staff and salaries of the Radio Commission should be under the provisions of the Civil Service Act. Before the appointments had been made, however, or steps had been taken to deal with the matter, an amendment to the Act was passed in the beginning of 1933 providing that with the exception of the clerical staff the remaining members of the staff, technical, etc., should be selected entirely by the Radio Commission. That has been the system in force for the last year, and I understand the proposal of the Radio Commission now is that the technical staff should be continued as to selection and as to salary under the Radio Commission, and furthermore that the clerical staff should be exempt from the provisions of the Civil Service Act and be controlled entirely by the Radio Commission. The objects for such recommendation are expressed by the Radio Commission in their memorandum as a desire to secure only the highest qualified employees and to have a uniform procedure, they desire, in other words, to set up a system that will produce the highest degree of efficiency in the radio service—something which I am sure we are all eager to see and which we would like to secure to the best of our ability.

The problem submitted by the Radio Commission, however, is not one that comes for the first time before such a committee as this. In fact, this committee has before it the evidence of many committees and commissions dating back for the last sixty years, dealing with this identical question raised by the Radio Commission, namely, the desirability or undesirability of having an independent unit control entirely the selection of its staff and the salaries to be paid to it.

Unfortunately, the findings of the committees in the past have not indicated that such a system does produce the results desired by the Radio Commission; in fact, the findings of all these committees have been that under the system of so-called independent control numerous employees are given employment where their services are not required, and that many others are employed who are not qualified for the work to which they are assigned; that salaries are frequently extravagant and always inequitable; and that, generally speaking, the result of such a so-called independent system, is a lessening inefficiency and a lowering of the morale of the service. For these reasons, and as the result of seven or eight successive committees, the Civil Service Act was passed in 1908 and again in 1918 to provide an independent co-ordinating agency with the object of assisting in securing to the highest possible degree the best qualified employees, and also in securing a uniform standard of salaries and wages to be paid to them.

The aim of the Radio Commission, as expressed in its memorandum, that only the highest type of qualified employees should be secured and that they should have uniform salaries paid, is one with which no one can disagree.

*By Mr. Gagnon:*

Q. Do you refer to the memorandum which was submitted in confidence in camera to this committee?—A. I am sorry if it was submitted in confidence. It was not submitted in confidence to me.

Q. Who gave it to you?—A. The Radio Commission. I am sorry if it was regarded as confidential. I did not know it was. With the object of securing a highly qualified technical staff I am sure we are all in agreement. There is however a difference of opinion as to the best means of securing that staff and as to the effects of the two systems of appointment. In the past the experience has certainly been that the so-called independent system produced results that were unfortunate. Since 1918 the other system has been in vogue, and it is the feeling of the Civil Service Commission that good results could be given both in the public interest and also to the Radio Commission itself by the utilization of the provisions of the Civil Service Act in the appointment of the staff, both technical and clerical, of the Radio Commission and in the co-ordination of the salaries paid.

There are certain objections raised by the Commission in its memorandum. The Civil Service Act is, I think, regarded somewhat wrongly as being too rigid as an employment agency for an institution of this kind. I do not think the Civil Service Act is nearly as rigid, properly administered, as people think it is. For example, the Radio Commission points out the necessity for immediate and speedy appointments. The Civil Service Act provides for that. In the case of an emergency or the necessity for immediate action, the Act provides in such cases that the Radio Commission has the right to take on its employees at once so that public business will not be interfered with.

The Radio Commission also points out, and this argument is not a new one, that its employees are in a different category; that they are technical employees, and a different kind of technical employees from those of other departments. I do not think that is altogether true. The technical employees of the Radio Branch of the Department of Marine, for example, have been successfully chosen by a system operated in co-operation between the Civil Service Commission and the Marine Department itself. The technical employees of the Department of Agriculture have been similarly chosen. The engineering employees of the service at large have been similarly chosen. I see no reason to anticipate any difficulty in making a satisfactory selection of the technical and clerical staffs of the Radio Commission by joint agreement and joint co-operation between the Civil Service Commission and the Radio Commission. The Radio Commission, I think, has hardly given the Civil Service Act an opportunity to show how employees can be selected under it. As I say, the amendment was made to the original Act before the system had been tried; and judging from our experience with other departments, and judging from our relations with the Radio Commission which I am glad to say have always been of the most friendly nature, I feel confident we could select under the Civil Service Act the best type of technical and clerical employees for the Radio Commission, and that by co-ordinating the selection and the salary rates under the Civil Service Act there would be a safeguard both as to cost and efficiency that would be in the interest of both the Radio Commission itself and of the public at large.

*By the Chairman:*

Q. May I ask you this question: what would be the machinery that you would have under the Civil Service Act for the hiring of an orchestra?—A. I am glad you raised that question, Mr. Chairman, because I would like to make it clear that in speaking of the hiring of employees I never contemplated the hiring of performers or artists for the programs. I do not think that staff is a civil service staff at all.

Q. An announcer would be the same thing?—A. I was referring to technical men—radio electricians and engineers, who, after all, are similar in a large degree to the technical staff already employed by the radio branch of the Department of Marine.

*By Mr. Garland:*

Q. Dr. Morand raised the question of announcers. Would it not be possible to establish an examination that would adequately provide for technical men such as announcers?—A. I do not think there would be any difficulty at all. I would like to make it clear that the problem that probably exists in the minds of the Radio Commission relates largely to what may be called the operating staff. If that is to be administered and operated by the Radio Commission, as is at present the case, I see no reason why the staff should not be selected under the Civil Service Act. If, of course, the staff is to be operated by an independent corporation such as is the case in Great Britain the situation is changed. I am speaking of the law as it stands at present.

*By Mr. Gagnon:*

Q. If there was a corporation established—A. That would be a private corporation.

Q.—that would put the Civil Service Commission out of the picture?—A. I think the Civil Service Act should still operate successfully for the Commission staff. The Commission, in the light of that, would be more a regulatory and administrative body than an operative body.

*By Mr. Garland:*

Q. As a matter of fact, even in the event of the establishment of a corporation, if the corporation was willing to co-operate with the Civil Service Commission, there would be no difficulty?—A. None whatever.

*By Mr. McKenzie:*

Q. You said something to the effect that under the independent system of selecting employees there is an inequitable distribution of salaries. Do I understand from that that the Commission has some power in determining the salaries of the different people?—A. At the present time?

Q. Yes.—A. Yes.

Q. That is the Civil Service Commission?—A. No, the Radio Commission. Perhaps I should clear up the two commissions. At the present time the Radio Commission has the right of selecting its own technical employees, and what it now seeks in addition to that is to have the right of setting their salaries as well and also of selecting and setting the salaries of clerical employees.

Q. When you are speaking of inequalities in salaries has the Civil Service Commission any power of determining the salaries when they are making selections?—A. Oh, yes. If it is a position under the Civil Service Act it is the Commission's duty to recommend a salary for each position, which must have the approval of the Treasury Board as well.

*By Mr. Garland:*

Q. There is a double check on it?—A. Yes.

Q. In this other way, there is no check?—A. No.

Mr. McKENZIE: I was not aware you had any such power.

The WITNESS: That was one of the reasons for the passage of the Civil Service Act. There were formerly a good many independent units all operating on their own with regard to salaries. The consequence was there were many cases of inequity, and the object of the Civil Service Act was to co-ordinate these salaries so that equal pay should be given for equal work.

Mr. McKENZIE: You make recommendations to the Treasury Board?

The WITNESS: Yes.



Mr. GAGNON: The salary of the secretary of the Radio Commission has been recommended by the Civil Service Commission, has it not?

The WITNESS: Yes. That is a clerical position.

Mr. CHARLESTON: The salaries have been subject to revision by the Treasury Board.

Mr. GAGNON: All the secretaries of commissions in Ottawa receive a far more substantial salary than that paid to the secretary of the Canadian Radio Broadcasting Commission. Can you give some reason for that?

The WITNESS: I do not know that all the secretaries receive more. If there are cases where certain secretaries receive more the argument is that they are paid in accordance with the duties they have to perform, and the salary for the position of secretary of the Radio Commission was set according to the duties of that particular position.

*By Mr. Gagnon:*

Q. I have checked the duties of the secretary of the Civil Service Commission and the duties of the secretary of the Canadian Radio Broadcasting Commission, and I find that the secretary of the Civil Service Commission is \$5,520 and the secretary of the Canadian Radio Broadcasting Commission receives \$3,720?—

A. Of course—

Q. The duties are exactly the same?—A. No. The duties of the secretary of the Radio Commission I think you know. The duties of the secretary of the Civil Service Commission include also the fact that he is the chief executive officer of the Commission, which is a decided addition to the duties as given to us for the secretary of the Radio Commission.

Q. There are duties assigned to the secretary of the Radio Commission which are considered in theory and those in practice. In theory some duties are assigned to the secretary; in practice they may not work that way. I have here the salaries of all the secretaries of all commissions in Ottawa. They are as follows: The Waterway Commission, \$5,400; International Joint Commission, \$4,119.96; Railway Commission, \$6,000; Tariff Board, \$6,000; National Research Council, \$4,620; Soldiers' Settlement Board, \$5,000; Canadian Radio Commission, \$3,720, less 10 per cent, makes a net salary of \$3,350. I was rather surprised to find that.

*By Mr. Garland:*

Q. There was no shortage of suitable applicants for the position, was there?—A. No shortage.

The CHAIRMAN: I am sure you would not set the salary upon the available supply.

Mr. GARLAND: No. I sincerely hope that no government institution would do so.

The CHAIRMAN: There is still the inference left.

Mr. GARLAND: I am afraid it is a common practice.

The WITNESS: Just to correct that I would like to say that the salary in this particular case was set upon a statement of duties furnished by the Radio Commission to the Civil Service Commission.

*By Mr. Garland:*

Q. In connection with the appointment of technical officials of the Commission would you give the committee an example of the method that would be followed so that we will have it clearly in our minds?—A. Yes. I would be glad to. I would also like to clear up the impression that may exist that an examina-

tion or test or competition for a technical position necessarily involves a written examination. For example, the old idea that a man has to pass an examination in Greek, Latin, geography or history does not apply at all to what I have spoken of as an examination for a technical position. As an example, let me take an examination for a technical position of the highest type, grain research chemist. After applications had been publicly invited the qualifications of the applicants were examined by a competent board of examiners; this was followed by an oral examination, and at no stage of the proceedings was there a written test. I think the result was quite satisfactory to the department concerned.

*By Hon. Mr. Cardin:*

Q. Is it not a fact that in many instances men of experience from the point of view of technique are excluded from positions in the Civil Service because they cannot meet the qualifications that are stated as to general instruction or education because you request a certificate from such and such a school and so on which these men have never had an opportunity of attending although they have knowledge of the subject which is as sound as that of one who has been through a college or a high school or a business college?—A. The qualifications, Mr. Cardin, are always set after consultation with the department concerned; but I entirely agree with you that the essential thing is to have a man who is capable of doing the work, and he should not be eliminated purely and simply because he does not possess a certain academic qualification.

*By Mr. Garland:*

Q. In effect the department concerned—in this case the Radio Broadcasting Commission—would have a very powerful voice in determining the qualifications set for any particular position?—A. Decidedly so. I do not think we could give satisfactory service unless that was so. We must work in harmony with the unit for which we are selecting employees, not only with regard to qualifications but also in the actual selection of the men. After all, what the Civil Service Commission is there for is to give service. It cannot give service if it does not know the department's needs; if it does know them, there is no reason why it cannot give service.

Q. And there is no difficulty in the matter of securing employees for any emergency?—A. Section 39 of the Act provides that the department has a right to take employees in an emergency.

Q. What happens specifically?—A. If an employee is required, he is taken on for a statutory period of thirty days. The department may ask the Commission to continue his employment which the Commission will do pending a competition being held.

*By Hon. Mr. Cardin:*

Q. I have been interested by a statement you have repeated that as the result of the appointments being made by the Civil Service Commission the Service is better. Have you anything to justify that, or is it a mere impression that you have? Have you made any comparison between the new appointees and the old ones?—A. I do not know that I made that statement.

Q. I am afraid that I must say that many of the men I found in the service who had been there a long time and had been appointed by successive ministers were the best I had in the department?—A. What I intended to say was not that the men now coming in were necessarily in every case better. I wanted to say that under the old system there were many cases of men coming in where the work did not necessitate additional employees, and many cases of men coming in who were not qualified to carry on the work for which they were appointed. I do not think that under the present system it is an extra-

gant statement to say that those complaints have not arisen to anything like the same degree.

*By Mr. Garland:*

Q. Every inquiry that was made by parliamentary committees has borne out the opinion you have just expressed?—A. Yes.

*By Hon. Mr. Cardin:*

Q. Is it not a fact that those reports are based only on the mere assertion of a man with nothing to establish the fact upon which the assertion is based?

Mr. GARLAND: On the contrary the reports are arrived at after an exhaustive examination of all the witnesses concerned.

Hon. Mr. CARDIN: Witnesses express their opinion; they do not state facts before the committee, they express their view, their opinion. Unfortunately, witnesses do not very often take the trouble of ascertaining the facts or of informing themselves as to the real facts; they express their view. It is admitted; it is recognized but when you get to the bottom of things it is not always easy to find proof or facts substantiating such opinion. I take it that the abuses have been committed in the past; it is quite clear; but I think the abuses are committed still. There are inexperienced men who are not giving the service they are expected to give and they are in the service now and are appointed to the service under the new system. The evils of the past have not been cured.

Mr. GARLAND: I wonder if Mr. Cardin is giving us now simply his opinion or if he is prepared to support his statement with facts. You see, there you are.

Hon. Mr. CARDIN: Yes, but my opinion is based on certain facts; it is not a mere guess.

Mr. GARLAND: I think these other opinions have been based on facts.

Hon. Mr. CARDIN: That is why I am asking Mr. Bland if he could give us a few facts apart from his expression of opinion.

Mr. GARLAND: Mr. Chairman, I imagine that would be extremely difficult because it might involve the reputation of persons.

Hon. Mr. CARDIN: That is true.

*By the Chairman:*

Mr. Bland, may I ask you this question: what check do you have upon the necessity for an appointment in the Radio Commission if it is under your jurisdiction, or under any other department or commission?—A. By direction of the Treasury Board the Civil Service Commission is required to report to the Treasury Board upon the necessity for a new position or an addition to the service.

Q. That was not the case—A. That was not the case until the last two years.

Q. Until two years ago you made no check to see whether a department needed an official who was asked for?—A. No. If a department asked for an official and had money provided for the purpose our function at that time was to supply the official.

Mr. WRIGHT: You make a careful check at the present time?

The WITNESS: Yes.

*By Mr. Gagnon:*

Q. Have you taken cognizance of the report of Major Gladstone Murray who specifically recommends that employees of the Radio Broadcasting Com-



mission be excluded from the jurisdiction of the Civil Service Commission?—A. I have not read it, perhaps, as carefully as I should have. I had however the privilege of a couple of conversations with Major Murray on the subject. My impression was that he felt strongly that clerical employees should be left with the Commission. He was dubious about technical employees; but my feeling was that he was thinking of technical employees as employees of a corporation rather than of a Civil Service unit, and that was his reason for his point of view.

*By Mr. McKenzie:*

Q. From the point of view of the public welfare and the public service generally, in your opinion are there any appointments to the Radio Commission that are now made by the Civil Service Commission that it would be better in the public interest if they were made by the Radio Commission themselves?—A. No. The only appointments that were left with the Civil Service Commission during the past year were the clerical appointments, and I have no reason for thinking that any of those should be removed.

*By Mr. Garland:*

Q. As a matter of fact, you hold very strong views that the technical staff as well should come under the operation of the Civil Service Act?—A. Yes. I think it is good business that they should.

*By Mr. Ahearn:*

Q. That is the case with most other commissions, too?—A. I think it should be the case. Of course, it is a very natural thing for the Radio Commission to feel it would like to choose its own employees.

Q. They want a special privilege?—A. It is a very natural way for a department to feel; but in the light of past experience it has not proven to be in the public interest.

Mr. GAGNON: That is an opinion again.

The WITNESS: It is the opinion of all the committees that have been set up from 1875 to the present time.

Mr. GAGNON: Probably the majority. But the committees were not all of unanimous opinion.

Mr. GARLAND: Yes, in many cases the committees were unanimous. You will find it very interesting, Mr. Gagnon, if you examine the reports.

Mr. GAGNON: Not in 1924, in 1930—of course, I do not want to comment on the report of the committee, but it was more or less of a washout.

*By Mr. Wright:*

Q. What machinery have you for checking up? Suppose the commission decided to relax its activities, has the commission any machinery to see that a reduction of staff is carried out?—A. Yes.

Q. In the case of their not being required?—A. This function is being carried out very carefully at the present time. We have not, of course, been able to do that as fully with the radio commission, because they have had charge of their own technical staff. This function is however being carried out in other departments, and I must say that in the last year, very productive results have been secured.

Q. Over the last couple of years, too?—A. It has been very prominent the last two or three years, because of financial conditions.

Q. I have been informed that in some cases departments were carrying 15 to 20 per cent overstaff, because they had been making allowances for sickness, and sometimes as a matter of convenience, and so forth. I was wondering if in the interests of economy, that matter was being carefully supervised?—

A. Yes, there has been careful supervision. In fact, one of the results has been the gradual installation of a system whereby employees in one unit can be transferred to another unit. Instead of laying off a number of employees from one branch and bringing in others from the outside to another branch, we have endeavoured to make the service more flexible, and move the employees around.

Mr. GARLAND: Mr. Chairman, this is a delicate matter, but since I was appointed a member of this committee, I have received several communications and representations with respect to the appointment of Colonel Landry. I have one statement here to the effect that the position was allotted to this gentleman before it was advertised. Now, I suppose it would not be improper to ask Mr. Bland about it to-day.

The WITNESS: The position was advertised in the regular way. Colonel Landry was one of the applicants. A competent board of examiners was constituted to examine the applications. That board recommended the appointment of Col. Landry, and their report the commission accepted.

Mr. WRIGHT: Was not that dated before his appointment was confirmed?

The WITNESS: Yes, sir.

Mr. WRIGHT: I have heard the same thing as Mr. Garland.

The WITNESS: I think Mr. Charlesworth could answer that.

Mr. McKENZIE: I had a letter along the same lines. I think Mr. Charlesworth did answer it.

Mr. CHARLESWORTH: I do not think Mr. Garland was here on the day I answered it. That was taken up fully. My statement was not taken down that day. There were 189 applicants, of which 43 got first preference because of overseas service, so we never reached the others. I think Mr. Bland was sitting beside me the day we examined the other four suitable applicants among the 43 overseas service men, and we gradually weeded them out, and Col. Landry was decided on under the circumstances I described the other day. With regard to these matters, I may say that there were several applicants who started to pester me at Toronto a month before I was sworn in, and the least acceptable applicants were the men who made the strongest outcry. One man who was particularly active in that started the story that reflected, as you remember, on your commission, Mr. Bland, that everybody had been asked for \$2 and never got it back.

The WITNESS: It generally does reflect on the commission.

Mr. CHARLESWORTH: The charge was made in the *Toronto Globe* and other places, Oshawa and so on. As I explained to the committee the other day, Col. Landry's appointment was particularly suitable to me because in a recommendation I had seen, he had a letter from McLeod, Young, Weir and Company of Toronto, whom I knew to be very strict employers, who had Colonel Landry in their employ as manager of their bond house in Quebec. I also had a strong letter from Greenshields and Company. What I was looking for was a man with an office training—very few of the men who applied had the kind of thing that I was looking for, that was a man who could handle a staff, and relieve us of the duties of office routine. Those were the circumstances. I assailed both verbally and through letters that the thing was a job. Some men were particularly angry, some old acquaintances of mine, who thought they would have a pull with me in connection with this matter. These letters are always written of course, when a great many people are looking for jobs; and I do not suppose there has

been any appointment made by the government that I know of, as a newspaper man, that was not looked upon as a "job."

Mr. AHEARN: Did you say, Mr. Charlesworth, it narrowed down to four men?

Mr. CHARLESWORTH: Four men, among the men qualified. After we had found one among the overseas—if the whole 43 had been rejected, then we would have gone to the civilians. There were a number of men among the civilians who would have been suitable appointees, but Mr. Bland will explain to the committee that we had to give first consideration to the applicants who saw overseas service.

The WITNESS: If it would be of any help I would be glad to file a memorandum covering the appointment.

The CHAIRMAN: Of Col. Landry?

The WITNESS: Yes.

The CHAIRMAN: I think it would be a good thing.

Mr. GARLAND: It would clear up a lot of these complaints.

Witness discharged.

The CHAIRMAN: Gentlemen, if it is satisfactory to the committee, I think we should meet in camera.

Whereupon the committee met in camera.





















SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 13

---

THURSDAY, MAY 31, 1934

---

WITNESSES:

Canadian Radio Broadcasting Commission, Ottawa; rebuttal evidence of  
the Commission submitted by Lt.-Col. R. P. Landry, Secretary.

Dr. G. M. Geldert, owner of Radio Station CKCO, Ottawa.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934





# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,

COMMITTEE ROOM 429,

THURSDAY, May 31, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 8 o'clock, p.m. this day, Hon. Mr. Morand, Chairman, presiding.

Members of the Committee present; Messieurs: Ahearn, Beynon, Gagnon, Garland (Bow River), McKenzie (Assiniboia), McLure, Morand and Wright—8.

In attendance as witnesses:—

Members of the Radio Commission, and officials, in support of Brief submitted in reply to evidence of Mr. E. A. Weir, given before the Committee on Friday, May 18th.

Dr. G. M. Geldert, owner of Radio Station CKCO, Ottawa.

The evidence of the Radio Commission being called for, Mr. Charlesworth, Chairman of the Commission, requested that Lt.-Col. Landry, Secretary of the Commission, be allowed to read the prepared brief, which comprised the complete submission of the Radio Commission.—Agreed to.

Col. Landry called and read an extended brief, setting out the reply of the Commission to Mr. Weir's evidence, in detail, covering the entire period from the time of the first discussions relative to Mr. Weir's employment by the Commission, up to the time when his services were dispensed with.

Col. Landry retired without questioning.

Dr. Geldert called, and submitted a brief, expressing his views with respect to the position of the small community stations, and making special mention to the stand of the Radio Commission in regard to his own station, CKCO, at Ottawa, stating in that connection, that apparent discrimination had been shown by the Commission in compelling the moving of some stations of the 100 watt class, and not others.

Witness retired without further questioning.

Mr. Weir being present, the Chairman stated that he had asked to be allowed to submit in writing some explanations of some of the evidence already given, which would be submitted to the Committee at a future meeting. Agreed to.

The Committee adjourned to the call of the Chair.

E. L. MORRIS,

*Clerk of the Committee*



## MINUTES OF EVIDENCE

HOUSE OF COMMONS,

Room 368,

May 31, 1934.

The Select Standing Committee on Radio Broadcasting met at 8 o'clock p.m., Mr. Morand presiding.

The CHAIRMAN: Gentlemen, we are ready to proceed. The first witness to be heard to-night will be somebody representing the Radio Broadcasting Commission.

Mr. CHARLESWORTH: Colonel Landry will read our submission.

Colonel R. P. LANDRY, called.

### SUBMISSION BY CANADIAN RADIO BROADCASTING COMMISSION

#### *RE MR. E. A. WEIR*

The Radio Broadcasting Commission in presenting this statement with reference to the lengthy submission presented to the committee on May 18 by Mr. E. A. Weir desires to explain that though it is the work of three hands every statement it contains is submitted with the entire concurrence of all three commissioners. It was necessary in view of the different responsibilities of the commissioners that separate memoranda covering various phases of Mr. Weir's allegations should be prepared; but nevertheless this document should be considered as an expression of the views of the body as a whole. Before proceeding to discuss the points at issue the Commission wishes to suggest as a matter of future practice that if dismissed employees are to be permitted to come forward with omnibus indictments against their former employers they should be requested to take the oath.

Mr. Weir as his lengthy submission shows on every page had no constructive aim. His object was to discredit members and officers of the Commission—men whose reputation in the Canadian community is certainly as high as his own—and render their difficult task the more ungrateful.

One fact is abundantly clear in his submission, a fact which goes far to explain the differences which began shortly after the Commission was set up and finally led to his dismissal. It is this: Whereas the chairman in enlisting Mr. Weir's services in November, 1932, assumed that he was appointing an officer to carry out the decisions and policies of the Commission, Mr. Weir on the contrary assumed that he had been employed to frame the policies of the Commission and that it was the duty of that body to sit back and accept his guidance. It is unnecessary to make citations in support of this allegation. It is interwoven in the whole tissue of his submission. During the seven months that he was associated with the Commission he dictated tens of thousands of words of memoranda. Many of these went so far as to censure the decisions of the Commission and its officers, and in all of them he took the attitude of a person empowered to sit in judgment on his employers. The chairman adopted



a patient and philosophic attitude toward these long-winded communications. Many of them he suppressed as liable to cause needless irritation to his colleagues. He condoned what he regarded as a harmless eccentricity on Mr. Weir's part until he found his subordinate was wasting valuable time and white paper in useless verbiage and neglecting the specific duties to which he had been assigned. On many occasions he tried to impress on Mr. Weir that he should stick to his own field of activities, that of organizing networks and arranging an adequate schedule of programs in the territory under his charge—only to learn later that matters which he supposed Mr. Weir was attending to were being ignored. It was not until he had given him every chance that he became convinced that Mr. Weir's deficiency in executive capacity—a most essential need in the creation of a new machine like the Radio Broadcasting Commission—was deep-rooted. When therefore Mr. Weir intimates that his ultimate demotion from the program department, for which the full Commission was responsible, was really the result of a conspiracy between the Vice-Chairman and Colonel Steel, he states what is not true. When the time came to deal with him drastically, the chairman, who had used every art of persuasion within his power to get action was probably more convinced than either of his colleagues that the task of making Mr. Weir an efficient executive was hopeless.

While Mr. Weir claims to have provided the Chairman with "invaluable information", he was not in reality imparting anything that the latter did not already know.

#### *The First Christmas Broadcast*

The reason that the loan of Mr. Weir was asked of Canadian National Railways almost immediately was the imminence of the first Empire Christmas broadcast, scheduled to take place in a few weeks' time. Mr. Weir claims entire credit for this broadcast, but while he rendered most admirable service the facts were not entirely as he stated. So soon as the news of the appointment of the Commission was cabled to England, the British Broadcasting Corporation cabled the Chairman while he was still editor of *Saturday Night*, asking him to take the matter in hand and expressing the hope that the circumstances which had rendered the project abortive in 1931 would not arise. The Chairman on inquiry learned that there had been differences with one of the wire companies and in an interview with its chief executive was promised full co-operation. All the other many wire companies gave similar pledges so that the stage was set for the broadcast on November 3rd. The Chairman learned that Canadian National Railways had already placed the matter in the hands of Mr. Weir and he was the obvious man to take charge of details, especially in view of the enormous amount of other business that confronted the Chairman and Vice-Chairman. Mr. Walter Thompson, Canadian National Railways Director of Publicity, Mr. Weir's immediate chief, was communicated with by the Chairman and gave his consent to a loan of Mr. Weir's services and the details of the Canadian end of the project were placed in his hands. Colonel Steel, who was in London from Madrid by December 1st, undertook the work of arranging matters on the other side of the ocean. Colonel Steel has since stated that the British Broadcasting Corporation officials and himself suffered much annoyance from Mr. Weir's interfering methods but the Chairman was not advised of this until months later. The Chairman, so far as his many other responsibilities permitted, took an active part in the arrangements for this broadcast. Mr. Weir marshalled the stations and secured a woman writer to provide continuities for use at these points. Both he and the Chairman edited the continuities and the Chairman himself checked up the rehearsal on December 18th from Ottawa and acted as broadcaster at Toronto on Christmas Day.

### *Plans for National Broadcasting*

From the outset it had been obvious to the Chairman that as soon as the echoes of the Empire broadcast died away it would be necessary to do something in the way of national broadcasting especially for the Maritimes and Western Provinces, which had been starved in the matter of programs. Mr. Walter Thompson, in consenting to the loan of Mr. Weir's services, had by letter and later verbally strongly urged the appointment of Mr. Weir to a permanent position with the Commission; and in view of the necessity of getting national broadcasts under way as early as possible, the Chairman decided to adopt his suggestion. A decision by the Minister of Justice on or about December 1st that the Commission could not recommend appointments until Colonel Steel returned from abroad and was sworn in, and the full body thus properly constituted, necessarily prevented such a step, and the services of Mr. Weir were continued on a loan basis. Mr. Weir's prospective remuneration was fixed in this wise: He had formerly been in receipt of \$9,000 per annum from Canadian National Railways but had recently been cut to \$6,000 less five per cent. To equalize his salary it was arranged that when appointed he should receive \$6,500 less ten per cent. The Chairman proposed that the Commission should, as soon as possible after the New Year, commence national broadcasting with a weekly series of symphony concerts and a weekly series of popular band concerts—to be augmented later with other features. In Christmas week of 1932, the Chairman, himself, initiated arrangements for the symphonic series at a meeting with the Board of the Toronto Symphony orchestra, which at first was reluctant to allow the orchestra to go on the air, as it might detrimentally affect concert attendance. They were finally induced to consent and this was the beginning of public service broadcasting in Canada.

Just at this time Mr. Weir suffered the loss of his wife and was himself ill for a few days, and Mr. Arthur Dupont, a very able radio executive, who had also been borrowed from *La Presse* station (CKAC, Montreal, was stricken with pneumonia. There were consequent delays but when Mr. Dupont returned to the office it did not take the Chairman long to find out that he knew more about the practical problems to be dealt with than Mr. Weir. This was not discreditable to the latter because Mr. Dupont had for eight years been manager of *La Presse* station and had been engaged in handling program schedules on a basis of several hours daily instead of two or three hours per week during part of the year as in the case of Mr. Weir.

### *Commission Officially Organized with Allocation of Duties*

Mr. Weir in his submission has attempted a chronological sequence but his dates do not synchronize with the actual development of events. Colonel Steel did not arrive back from England until January 17th, when he was sworn in.

At its fourth meeting on January 25th, seven days after it was legally constituted, the following item was placed in the Minutes:—

The Commission decided that for the present the following general subdivision of work would be made: The Chairman would be responsible for the program organization and for general operations the Vice-Chairman would supervise financial matters; the third Commissioner would act as Chief Engineer for the Commission. It is of course understood that all matters will be discussed generally by the Commission before new work is begun or any changes in policy are made.

This arrangement must have been well known to Mr. Weir as at that time he was a frequent visitor to the Chairman's home and organization was freely discussed. Arrangements to start broadcasting immediately to a limited extent were under way and the Toronto arrangements for symphony programs com-

plete. The Montreal series and band series had been left to Mr. Weir and for reasons in connection with which it would be difficult to assess blame difficulties soon arose. The Chairman had to step in and dictate the line to be pursued and became convinced that it would be best to divide responsibility in the work of program development; Mr. Weir as a man from the west, a region which was clamouring for attention, seemed the proper man to handle that field, and Mr. Dupont, with his long experience, the proper man for the east.

On February 8th, therefore, a Minute was passed whereby the two program officials were placed directly under the Chairman as manager of operations and it was stated that it was deemed advisable for the time being to divide the country into two areas for program purposes, Mr. Dupont to be responsible from the Ontario boundary to the Pacific coast.

When apprised of this arrangement, Mr. Weir protested in a very lengthy memorandum which in the nature of things was ignored by the Chairman. In the meantime, Mr. Walter Thompson had come forward with a proposal that the Commission purchase the radio stations of the Canadian National Railways and employ the staff of its radio department. Mr. Weir in his submission says that the proposal originated with himself. Though it was presented in his memorandum alluded to above, the suggestion had originally been made early in October in an article apparently authoritative, which appeared in an Ottawa newspaper, a marked copy of which was sent to the Chairman at Toronto. The Commission had agreed to purchase at \$50,000, a much lower sum than that at first asked by Canadian National Railways. Mr. Weir's main objection to the division of territory for program organization was that it would divide responsibility in connection with the management of these stations. But since the Commission had no intention of placing the management of these stations in the hands of the program department this protest was not well-grounded.

#### *Mr. Weir's unsystematic methods.*

The Chairman ever since Christmas had been in receipt of many proposals with regard to programs and had been interviewed by countless musicians and entertainers both at Toronto and Ottawa. These proposals he had insisted should be put in writing for Mr. Weir and Mr. Dupont to deal with. He had also instructed both gentlemen that they should not only arrange programs for the limited time being used during February and March but prepare for broadcasting on a much more extended schedule after April 1st. Mr. Weir co-operated in adding a few additional programs during this two months period and had the constant assistance and advice of the Chairman. Mr. Weir's ideas were often excellent but he was woefully deficient in systematic performance of routine duties. He would waste a full day in writing a memorandum while letters remained unanswered on his desk. He would demand that all continuities for broadcasts should be sent to him and then hold them back so that they had to be telegraphed at unnecessary expense. Under this lax system announcers were often unfamiliar with what they were expected to say until a short time before going on the air. On one occasion Mr. Weir asked an announcer to take down a continuity by long distance telephone. The announcer asked to speak to the Chairman and protested that this was placing him in a very unfair position, as it undoubtedly was.

Mr. Weir was also slack in the simple business of initialling accounts. Prompt payment was a matter on which the Commission desired to be strict. At times payment was delayed through negligence by the artists themselves, but sometimes through Mr. Weir's neglect.

The Chairman who had to make frequent visits to Toronto on Commission business during the spring of 1932 was frequently embarrassed to find that matters which he had promised would receive attention from Mr. Weir had been altogether ignored.



The fact that worried the Chairman most was that Mr. Weir was making little progress in arranging programs to augment the schedules in April when the Commission would have more time on the air. Two or three admirable programs were lost in this wise. Mr. Weir when urged by the Chairman to show some initiative was always ready with excuses. The Chairman has been handling men of various temperaments for thirty-five years but he never met one with so many "alibis" as Mr. Weir. The latter constantly harped on a "budget," and the Chairman had to inform him repeatedly that that was the business of the Commissioners, all of whom were of long experience in this respect; and that if he would submit the programs and costs, the Commission would decide which of them could be used.

On March 23 Mr. Maher reported to the Commission that he in company with Mr. Dupont had arranged for six hours weekly of French programs to commence April 1. The Chairman listened to these programs and found them of a high order from the standpoint of entertainment and musical excellence and urged Mr. Weir to close with some of the Toronto proposals in order that there should not be undue proportion of French programs. At that time the Chairman was very much occupied with other matters, such as the new regulations, re-licensing of stations, Parliamentary questions, and applications for employment and pleaded with Mr. Weir to be more energetic, but with little avail. Mr. Weir was constantly asking for "assistance" which he knew the Commission was not in the position to grant at that time and wished to name his assistant. One at least of those he urged, the Chairman knew to be meddlesome and incompetent.

In his submission Mr. Weir quotes a speech in defence of the Commission by the Minister of Marine on May 11. The Chairman takes no exception to that quotation inasmuch as he prepared it for Mr. Duranleau himself and had had as much to do with obtaining these programs as Mr. Weir. What he was trying to drive into the latter's head was that in radio you cannot rely on what you did yesterday, which is soon forgotten, but what you are going to do to-morrow.

Mr. Weir had all along showed a disinclination to co-operate with Mr. Dupont and with the other two Commissioners and the Chairman on several occasions counselled him strongly against his uncordial attitude toward them. Several misunderstandings as to accounts arose and on April 13 a Minute was passed which stated that in order to avoid misunderstandings the Chairman's position as Director of Programs must be recognized and all matters pertaining thereto must be reported to him either verbally or in writing. No official was to be permitted to involve the Commission in any expenditure without its approval in view of the necessity of adhering to a strict financial budget. A copy of this resolution was circulated and initialled by all employees.

By May 1 the lack of English programs in proportion to those of French origin had become so obvious that the Chairman told Mr. Weir he would have to "get busy" and close with some of the propositions passed on to him. While he made some moves his inactivity was apparent. The Chairman had in the meantime been canvassing the situation on his own account and resolved that Mr. Stanley Maxted should be appointed as program director at Toronto as soon as possible and that a program series should be organized on the same bases as had been so successfully accomplished at Montreal.

Major Gladstone Murray had at this time been in Canada for some weeks and had travelled to the Pacific coast and back. On his return he reported that it was urgent that the Chairman should go to the west at the earliest possible date, which made action to fill up schedules, for which wire and station arrangements had been made by Colonel Steel, the more imperative.

On May 16th the Commission on the Chairman's urgency at last succeeded in obtaining from Mr. Weir what he had several times requested, a schedule of available programs in the Toronto area with costs (see page 446).

Nearly all of these had been originally submitted by the Chairman and in some instances strongly recommended by him. Most of these propositions could have been closed in March and put on the air early in April.

On May 18th Major Gladstone Murray was invited to attend a meeting of the full Commission and recommended in view of the onerous duties of the Chairman and the necessity of his early departure for the West that the Vice-Chairman takes over the responsibility for programs, the Chairman to act in an advisory capacity. This was unanimously adopted and Mr. Weir and Mr. Dupont were so advised. The Vice-Chairman was extremely anxious that the reproach that he was forcing French programs on the air should be dissipated and also anxious for the goodwill of Mr. Weir. He immediately took both the program directors to Toronto with him and held auditions. Within three days he had arranged for a number of fine programs to go on the air at once. The Chairman will feel himself forever indebted to Mr. Maher for his swiftness of action in what had become a serious emergency.

*Mr. Weir transferred from program department*

In connection with these developments, Mr. Weir, though left in undiminished authority in the western area, maintained a sullen attitude and did practically nothing in connection with proposals for the autumn season when the schedules were to be further extended. The Chairman was well aware of this and on June 14th a meeting of the Commission was called to deal with his case. He was summoned but was not in his office and the meeting had to be adjourned until the afternoon when he was present. He was then informed that the Commission had decided to abolish his office but in view of his services would make a place for him as English secretary at \$4,000 per year. Earlier in the year the Chairman had promised Mr. Weir that he would consider it a point of honour that as Director of Programs he would receive the same remuneration as Mr. Buchanan, the Director of Public Relations. This, like all promises of the kind, was of course contingent on efficient performance of duty. All Commissioners were anxious in view of Mr. Weir's domestic troubles that some way of keeping him on the payroll be found. The Chairman and Colonel Steel attended a meeting of the Civil Service Commission at which Hon. Dr. Roche, Mr. Bland and other officials were present, with a request for his appointment to his new office but that body held that this was not feasible without advertising the position throughout Canada. Mr. Putman, one of the officers, however, pointed out that the Commission was free to appoint him Supervisor of English Press, a wide term, which could embrace many duties. When therefore Mr. Weir says (page 453, section 21) that "the whole manœuvre was a thoroughly dishonest one, unworthy of any body of men charged with the responsibility of developing the cultural assets of our country" he is indicting the Civil Service Commission, with whom the suggestion originated and with whom it was exhaustively discussed.

It was the Chairman's intention at that time to make use of Mr. Weir to relieve him of a great deal of correspondence involving requests for information, suggestions as to policy and so on, correspondence not directly important but which had to be dealt with, and also to receive visitors and discuss with them proposals of various kinds. Mr. Weir personally seemed to him suited to such a post as this, which would not involve executive responsibility. This plan the Chairman proposed to put into effect on his return from the West on August 1st.

Mr. Weir (page 453) alludes to a letter he wrote to the Chairman on June 23rd reviewing at length his relations to the Commission and to the fact that in a reply which he admits was courteous the Chairman "took exception to none of it." There was a very good reason for this. When the Chairman reached Vancouver on July 6th he was inundated with demands for appointments and had over one hundred letters which had been forwarded from various points to

answer. Mr. Weir's letter was upwards of three thousand words in length and a glance sufficed to show that it was but a rehash of earlier memoranda. The Chairman noting in the last paragraph that Mr. Weir had decided to stay with the Commission because he believed "he had something definite to contribute for the good of Canada" made a polite acknowledgment. It was not for ten days that he found time to read Mr. Weir's lengthy letter. A remarkable thing in connection with it was that the Chairman was at his office for the whole time Mr. Weir was composing it. It was mailed on the day that he left for the West and must have travelled as far as Winnipeg on the same train. Mr. Weir's object in writing it still remains a mystery. Of course when the acknowledgment was written at Vancouver on July 6th the Chairman was entirely unaware of events which were transpiring that very day at Ottawa.

#### *The Balbo broadcast and dismissal of Mr. Weir.*

As shown by Mr. Weir's submission the crisis which brought differences to a head and resulted in his dismissal on July 6th, 1933, arose through the circumstances surrounding the broadcast of the arrival of the Italian Air Armada which took place on July 13th. It is necessary to present a history of this broadcast, the most difficult yet undertaken by the Commission. The first intimation of this event came to the Chairman personally early in May in the form of a confidential enquiry from an officer of the Imperial Oil Company. That organization had been requested by representatives of the Italian Government to undertake the re-fuelling of the air fleet on its arrival in North America. At that time it was proposed that the initial landing should take place at Cartwright, Labrador, and the Imperial Oil Company wished to know what facilities for radio communication and broadcasting were at that point. The Chairman made enquiries of Colonel Steel and the Department of Marine and learned that broadcasting was impossible at that point and so advised the Toronto enquirer. Nothing more was heard of the matter until sometime later, when about June 1st a very eminent Canadian, Dr. Clarence Webster of Shediac, New Brunswick, interviewed the Chairman and stated that because of its wide and magnificent beach, Shediac had been selected as the landing place for the Armada, and that he had been asked to co-operate with General McNaughton, Chief of the General Staff, Department of National Defence, in arranging the official reception. He felt that an event of such unparalleled importance should be the subject of a national broadcast. The Chairman agreed with him but pointed out that from his own knowledge of Shediac the proposal would involve great difficulties. He asked Dr. Webster if he had any knowledge of the date when the arrival would take place and the latter said he had not but that according to information then in his possession it would be sometime between the 15th and the 30th of June. It was of course impossible to know at what hour of the day the arrival would take place. He also asked the Chairman's advice on other matters, such as the entertainment of press correspondents from the United States in so small a village of Shediac. The Chairman while emphasizing the difficulties, said that he would take up the matter with his colleagues and if at all possible the broadcast would take place. Dr. Webster again pointed out that Shediac was the proper place at which the broadcast should originate as it was the only point at which the Government of Canada would be officially represented. He stated that there would be a second landing in the vicinity of Montreal but that the reception there would be purely local. No further information was received for some days except in newspaper despatches from Rome to the effect that the date of the departure of General Balbo and his fleet was still uncertain and contingent on weather conditions.

The question came officially before a meeting of the full Commission on June 9 when the offer of the Marconi Company for a broadcast of the arrival of General Balbo at Longueuil near Montreal, of which details are given below,



was taken up. The chairman then advised his colleagues of his conversations with Dr. Webster and expressed the opinion that the event which should be broadcast was the official reception at Shediak, pointing out that a broadcast from Longueuil would be of minor importance and not worth the expenditure involved in consideration of the Commission's limited funds. All three commissioners were, however, apprehensive of the difficulties involved in view of the lack of broadcasting facilities at Shediak. In the presence of his colleagues the chairman telephoned General McNaughton to ascertain whether it was still the intention to organize the official reception at Shediak. He stated that it was. The General said he was himself in the dark as to the approximate date; all he knew was that it would occur during the next few weeks and he promised to give further details as soon as they were available. Under these circumstances the Commission decided to reject the Longueuil proposals and await events.

When the chairman left for the West on June 23 there was still no news from Rome as to when General Balbo would embark.

In his submission (page 459) Mr. Weir says, "I submit that the Commission agreed to send the Montreal broadcast to both American networks on an equal basis several days before it ever decided to attempt a broadcast from Shediak. The latter was an eleventh hour decision and the statement by Colonel Steel that the broadcast from Montreal was abandoned when it was decided to broadcast from Shediak I submit was false." Not only in this paragraph but in another place also (page 458, Section 23 (1), Mr. Weir makes this charge and accuses Colonel Steel of lying. It is obvious that Mr. Weir is drawing on his own imagination and is himself the falsifier. The choice of Shediak was definitely made on June 9 and if Mr. Weir had taken the trouble to walk down the hall and inquire of the chairman when the Columbia Broadcasting Company first telephoned him on June 15 he could have ascertained this fact.

*Mr. Weir's correspondence with Columbia Broadcasting System*

Mr. Weir's removal from the program department occurred on June 14. On the following morning Mr. Lawrence Lowman, one of the Vice-Presidents of the Columbia Broadcasting System, telephoned to Mr. Weir assuming that he was still in his former position, asking that if the Canadian Radio Commission was handling a broadcast either at Shediak or Montreal and stating that Columbia would be glad to pick it up. So far as can be learned Mr. Weir replied that nothing had been done as yet but that the Commission would do the best it could for him.

The notebook of his stenographer shows that he dictated a note on this inquiry but did not communicate with the chairman or any other commissioner on the subject of the request. No doubt he was worried over the change in his affairs which might excuse the oversight.

On the evening of June 16 Mr. Lowman wired to Mr. Weir as follows:

Would appreciate hearing from you as soon as possible on feeding us arrival of Italian fliers. If impossible from New Brunswick we certainly would like to carry it from Montreal. Regards.

LOWMAN.

Again Mr. Weir failed to inform the Commission of the request though he seems to have mentioned the matter casually to Mr. Dupont. A two minute conversation with the Chairman would have informed him of the decision reached on June 9 to broadcast from Shediak and the fact that the Commission was awaiting advices from General McNaughton. Instead he sent to undated telegram in his own handwriting to Mr. Lowman as follows:—

Anticipate no difficulty feeding you Italian Flyers. Pick up will be from near Montreal. Dupont will communicate with you.

WEIR.

The date of this telegram was traced by the Commission as June 17th. Mr. Weir provided misinformation and kept Mr. Lowman in the dark as to his removal from the program department.

On June 27 Mr. Herbert B. Glover, Director of News Broadcasting for Columbia, wrote Mr. Weir as follows:—

Dear Mr. WEIR,—Mr. Lowman has communicated to me the fact that the Canadian Radio Commission would feed to the Columbia network the broadcast of the arrival of the Italian Flyers either from the place in New Brunswick, or on their arrival in Montreal. I understand that it is extremely doubtful whether you will be able to obtain the necessary lines to do the New Brunswick job, but we are certainly counting on you to cover us at Montreal.

We are extremely anxious to do an excellent job in this connection and I would appreciate it if you would keep me informed as to any developments as they occur. Mr. Lalonde of station CKAC will represent us on the technical angle at that end and arrange for the necessary wires between Montreal and New York.

Thanking you for your generous attitude in this matter, I am

Very sincerely yours,

(Signed) HERBERT B. GLOVER,

*Director News Broadcasting.*

Again Mr. Weir failed to tell any member of the Commission of the receipt of a letter but replied as follows:—

OTTAWA, June 28, 1933.

Dear Mr. GLOVER,—Acknowledging yours of June 27th, I have asked that your request in connection with the flyers be taken care of, and I understand that this will be done. I am also passing your letter on to the proper quarters so that arrangements may be made.

Yours faithfully,

(Signed) E. A. WEIR.

Thus the Columbia Broadcasting System was left under the impression by Mr. Weir that the Commission would be broadcasting from Montreal and that they would be taken care of. He utterly failed to pass the letter along to the "proper quarters" and the existence of this correspondence was unknown to anyone but himself and his stenographer until it was found in his desk on July 6. On the corner of Mr. Glover's letter he had written in pencil "Mr. Maher" and then put it away without sending it on to the Vice-Chairman.

*Colonel Steel's report on Mr. Weir's dismissal*

On August 19 after the return of Colonel Steel from Mexico City, the Chairman asked him for a memorandum on the events which led to Mr. Weir's dismissal on July 6, from which the following is quoted verbatim:—

About the end of the first week in June Mr. Maher and the writer were interviewed in Montreal by Mr. Brophy of the Canadian Marconi Company with regard to the broadcast of the arrival of the Italian Flyers at Longueuil, Quebec. Mr. Brophy pointed out that the company had been commissioned by the National Broadcasting Company of United States to make all necessary arrangements for this broadcast, which was to be an exclusive N.B.C. feature. Mr. Brophy, however, suggested that he had been given permission to approach the Canadian Radio Commission with regard to using this broadcast in Canada. Mr. Brophy offered the Commission the pickup at a cost of \$750. He explained that this was exactly one half the cost as they had originally estimated it for the National Broadcasting Company.

No definite decision was given at the time, but the whole matter was discussed upon our return to Ottawa, and it was decided that the Commission could not afford to spend this amount of money for a comparatively short broadcast. In so far as I am concerned, this question was never discussed with Mr. Weir. I was also informed by Mr. Maher that he had not discussed the matter with Mr. Weir subsequent to the interview with Mr. Brophy mentioned above.

No further definite information was received with regard to this broadcast until the morning of July 6, when a long distance telephone call was received from Mr. Withycomb of the National Broadcasting Company, who stated that he had heard that the Columbia System had applied to the Commission to receive from them the broadcast of the arrival of the Italians at Montreal. Mr. Withycomb pointed out that the N.B.C. had gone to very heavy expense in connection with this broadcast, and that they were anxious to carry it as an exclusive feature. I told Mr. Withycomb that in so far as the Commission knew, we had not made any arrangements with the Columbia Company. Mr. Maher was in the room when this conversation took place, and assured me that my statement to Mr. Withycomb was correct in so far as he knew.

About an hour after this conversation took place, a wire was received from Mr. Glover of the Columbia System, addressed to Mr. Weir, stating that they assumed that we were supplying them with this broadcast. At the request of Mr. Maher, the writer immediately wired to Mr. Lowman, of the Columbia System, pointing out that Mr. Weir had no authority to promise this pickup to the Columbia, as it was an exclusive N.B.C. feature. This was the first intimation that either Mr. Maher or the writer had received that any correspondence had been going on between the Columbia Company and any employee of the Commission with regard to this broadcast. We immediately issued instructions for a search to be made of the office in order to discover what correspondence there was with regard to this matter. We sent for Mr. Weir and Mr. Dupont but were told that Mr. Weir was not in the office.

The correspondence when received showed very clearly that Mr. Weir had been in communication with the Columbia Company subsequent to the date upon which he was removed from the program department, and that he had, to all intents and purposes, committed the Commission to passing this broadcast over to the Columbia System, although he had not received any authority for such action either verbally or in writing from any member of the Commission at any time during the period covered by the correspondence.

There appears to have been some misunderstanding as to the reasons for Mr. Weir's absence on July 6 when the Commissioners were anxious for an explanation of the Columbia System's claim. Mr. Weir had applied a few days previously to the secretary, Lieut-Col. Landry, who had charge of staff vacation arrangements, for leave of absence from July 3 to July 13, which permission was granted. Colonel Landry had himself been obliged to go away on military duty and it was not for some hours that the Commissioners learned that Mr. Weir was on vacation, though supposedly at his home in Ottawa, where unsuccessful efforts were made to locate him.

In his memorandum of August 19, Colonel Steel states:—

After due discussion Mr. Maher and the writer decided that this matter should not remain in abeyance but that some definite action should be taken. An official meeting of the Commission was therefore called for 4.30 p.m. on July 6, and the whole matter was reviewed and the correspondence placed in evidence. As a result of this meeting the Commission decided to dispense with the services of Mr. Weir as and from



August 31, 1933. A Commission Minute to this effect was drawn up and an official letter, informing him of this decision, was prepared and despatched to Mr. Weir on that date.

To this Colonel Steel has added the following information:—

On page 454 Mr. Weir insinuates that no real effort was made to get in touch with him by telephone although he was still in Ottawa. On the contrary, several efforts were made throughout the day by members of the Commission staff to locate Mr. Weir, but without success. About 4 p.m. I called his home myself without getting an answer. I had central check the number, and was told by her that there had been no answer to the phone for some time and it was suggested to me by the operator that the people were away.

On page 458 Mr. Weir comments that he was discharged but Mr. Dupont was not even censured. As a matter of fact, Mr. Dupont had nothing whatever to do with it. It was Mr. Weir's responsibility to inform the Commission of the contents of the letters he had received and had been sending to the Columbia Broadcasting System. He knew that he was definitely removed from the program department, yet he continued to handle correspondence and did not personally bring it to the attention of any member of the Commission. In addition to this, he had signed a memorandum issued by myself under instructions from the Commission, informing all members of the staff that the Commission was not to be committed to any expenditure not officially approved by a Commission meeting. The Commission had found it necessary to issue this order mainly due to the fact that we had found it impossible to control the actions of Mr. Weir in connection with program expenditures.

#### *Broadcast of the Arrival of the Italian Air Armada*

Mr. Weir's statement on page 458 with regard to the broadcast from Shediak is entirely false. It is a story built up wholly on assumptions and opinions in an attempt to bolster up his otherwise hopeless case. He has not and never did have an opportunity to obtain the facts he attempts to put forward.

The Montreal broadcast was discussed in Montreal at the end of the first week in June between Mr. Maher, Mr. Brophy of the Marconi Company, and myself, and we pointed out then to the Marconi Company, the agents for the N.B.C., that we did not favour this arrangement, due to the fact that it was not the first point at which the Italian fleet would touch, and therefore the news would be old. This opinion was confirmed during the second week of June, and the Marconi Company were so advised by Mr. Maher and myself and they were requested to inform the National Broadcasting Company of this decision. At no time up until July 6th did any member of the Commission or any member of the program department have any contact with the Columbia Broadcasting System in regard to the Italian flyers. However, Mr. Weir apparently was in touch with them, as he received a telegram on June 16th and replied to it the same day. He had further correspondence on June 27th and 28th, yet none of this correspondence was passed over to the Commission. It was all found on his desk on July 6th, after the first telegram was received from Mr. Glover of the Columbia Company. At Mr. Maher's request I wired to Mr. Lowman, head of the Columbia System as follows:—

Reference telegram signed Weir. Weir had no authority to promise feeding you Italian Flyers. This exclusive National feature from Montreal. If we broadcast will be by courtesy National Company. Regret this unfortunate mixup.

Contrary to Mr. Weir's statement, this is the only communication I had with the Columbia Broadcasting System in this connection.

The Commission's decision to feed both the National and Columbia chains was only made after we discovered that Mr. Weir had committed us definitely to feeding the Columbia System a program which the National Broadcasting Company had originally arranged for themselves. The implications made in the first and last paragraphs of Mr. Weir's testimony under the heading "Colonel Steel's statement incorrect" are absolutely false, and he knew them to be false at the time he wrote them.

### *Mr. Weir's Case Reopened*

The memorandum (pages 455, 456, 457) on the meeting between the Commission and Mr. Weir and his counsel, Hon. A. E. Fripp, K.C., on August 21st, prepared by Mr. Weir and initialled by the latter, is "fair and correct" in only a partial sense. It does not tell the full story of the proceedings and is particularly unfair in its references to Mr. Dupont and its attempt to shift responsibility to the latter. When the Chairman decided to reopen Mr. Weir's case at request of Senator Fripp, he spent a full day in cross-examining all members of the staff who could throw any light on the issues involved—a task for which he was qualified by old newspaper experience. He ascertained that Mr. Weir had asked Mr. Dupont casually whether there was any objection to broadcasting the Longueuil arrival to Columbia Broadcasting System. Mr. Dupont said he knew of none and there the matter ended. Mr. Dupont had no knowledge of what had been decided and had no reason to assume that Mr. Weir had failed to inform the Commission of Columbia's request. This is precisely what Mr. Dupont stated when the Chairman adopted the plan of confronting him with Mr. Weir.

The memorandum also neglects to state that Mr. Weir hesitated and tried to deny that he had written the letter to the Columbia Broadcasting System until he was rebuked by Mr. Fripp and compelled to admit that the initials on the copy of the letter were his.

The memorandum also leaves out the fact that in his summing up Mr. Fripp stated that his client had been "officious and foolish," had attempted to "abuse his powers" and that the Commission had ample justification for indignation at what Mr. Weir had done. Mr. Fripp in admitting this made a plea for compassion. The final words of the interview were:—

The CHAIRMAN, "You mean Mr. Fripp that while admitting Mr. Weir did wrong, the punishment is too severe?"

Mr. FRIPP, "Precisely so."

The CHAIRMAN, "The Commission will have to consider that."

It was Mr. Weir's vagueness about the whole issue in which his interests were vitally involved that caused the Chairman to write the reference to the condition of Mr. Weir's memory in the letter to Mr. Fripp on August 24. The Chairman, whose social relations with Mr. Weir had been personally pleasant, was so concerned that he inquired of one of his old colleagues on the staff as to whether Mr. Weir had been shell-shocked in the war, but was informed that Mr. Weir had not seen active service.

Mr. Weir in asserting that the Shediak broadcast was badly planned is obviously unaware of the difficulties involved, difficulties which were realized from the outset. He perhaps imagines that if he had been in charge he would have fixed the whole matter with Signor Mussolini so that the Armada would have arrived according to a fixed date and hour at a point involving no trouble to the Commission. Under the circumstances this broadcast was a great feat in improvisation illustrating the resource and efficiency of Mr. Maher and the Commission staff. The Chairman himself heard it at high noon in Kelowna, B.C. It was a fine broadcast and the Chairman, aware of all the difficulties, was amazed and delighted with what had been accomplished.

FACTS CONCERNING THE ORIGINATING AND PRODUCTION OF PROGRAMS SUBMITTED BY  
THE DIRECTOR OF PROGRAMS

PART I

The Radio Department of the Canadian National Railways spent in 1930, \$441,000, and in 1931, \$420,000. The yearly volume of the programs produced was infinitely less than those broadcast monthly by the Canadian Radio Commission during the past winter as well as last Spring, and at no time exceeded more than a few programs per week.

The Radio Commission is, at present, offering 113 programs and features a week. Moreover, the Canadian Radio Broadcasting Commission acquired all the Canadian National Railways' stations and studios; absorbed a great part of its personnel in the Radio Department; paid for the transmission lines for many hours a day from Halifax to Vancouver; acquired or leased a 1000 watt station in Quebec with enlarged studios, a 5000 watt station in Montreal with enlarged studios, a 5000 watt station in Toronto with enlarged studios and a 100 watt station in Chicoutimi. It is now planning the erection of another 5000 watt station in Vancouver. The Commission has also created offices at the headquarters, maintained a personnel and has broadcast many thousands of different programs and features.

PART II

In perusing the evidence submitted, one would be tempted to conclude that up to June, 1933, everything was proceeding in a most satisfactory way. The 1932-33 Christmas Empire Broadcast has been dealt with in the statement of the Chairman but it is only fair to point out that this broadcast was the work of the British Broadcasting Corporation; Colonel Steel, who was in London at that time, handled the whole matter, except for the short pick ups in Canada; another Christmas Broadcast was also relayed through the Empire in 1933-34 with as much success and a decided technical improvement.

A schedule of programs for the month of May, 1933, is herewith attached. At this time, Mr. Weir was our director of broadcasting for Ontario and Western Canada. It may be interesting to compare the number of programs offered in the last month of that period, namely, May, 1933.

Programs originating from Mr. Weir's division

May 2—Hamilton Symphony Orchestra.	May 23—Regina Symphony Orchestra.
May 5—Dominion Drama Festival Plays.	May 26—Address by Sir Josiah Stamp.
May 6—George Wade's Corn Huskers.	May 27—George Wade's Corn Huskers.
May 9—Winnipeg Symphony Orchestra.	May 28—Hour of Repose.
May 13—George Wade's Corn Huskers.	May 29—Hour of Gaiety and Romance.
May 19—Ottawa Ladies Choir.	May 30—Rambles in Nature Land (Talk).
May 20—George Wade's Corn Huskers.	May 30—Ford and Todd (organ and soloist).



## Programs originating from Mr. Dupont's division

May 1—French Chamber Music.	May 17—Une Heure près de Vous.
May 3—Une heure près de Vous.	May 18—Canadian Hour.
May 4—Canadian Hour.	May 20—French Program.
May 6—Maritime Program.	May 20—Maritime Program.
May 6—French Program.	May 21—Operetta (French).
May 7—French Operetta.	May 22—Chamber Music.
May 8—Chamber Music.	May 24—Une Heure près de Vous.
May 10—Une heure près de Vous.	May 25—Canadian Hour.
May 11—Canadian Hour.	May 27—French Program.
May 12—Royal 22nd Regiment Band of Quebec.	May 27—Maritime Program.
May 13—French Program.	May 28—French Operetta.
May 13—Maritime Program.	May 29—Chamber Music.
May 14—French Operetta.	May 30—Symphony Orchestra.
May 15—Chamber Music.	May 30—Montreal Swmphony Or- chestra.
May 16—Quebec Philharmonic Or- chestra.	May 31—Une Heure près de Vous.

It will be realized that with the excéption of "The Hour of Repose" and "The Hour of Gaiety and Romance," all programs originating in Ontario and the Western Provinces consisted of hired musical organizations already in existence, such as symphonies, George Wade's Corn Huskers, a barn dance orchestra which had been performing long before the Commission started to broadcast. It will be noted on page 461, paragraph 11, that the witness states that the Commission's programs lack ideas, originality, brilliancy, finish and national character. None of these characteristics are to be found in the programs offered in the Western and Ontario Division during that whole period. The "Hour of Gaiety and Romance" is qualified as the most finished and artistic production on our schedule. The artist on this program, as well as the orchestra, were employed over CKNC on the Wrigley Hour. They were offered by the said station, to a Commissioner who went to Toronto, heard the audition, hired the artists, suggested to them that the program should be of the type of "One Hour With You" already broadcast in Montreal, and finally gave the title and chose the theme song himself.

The "Hour of Repose" was the creation of a Toronto artist who reserved all rights on the title of the program, the idea behind it, and even prevented the Commission from using it unless it should avail itself of his services, in the broadcasting of same, claiming this program as his entire property. It is therefore quite clear that very few programs, if any, were created during that period in Ontario and Western Division. It has been stated before you that since June, 1933, no programs of importance have been created, that everything is wrong: artists, ideas, music, etc.; although as early as May, 1933, the Director of Broadcasting for the Eastern Division had already created and broadcast every week the following: "Chamber Music", "One Hour with You", which is still one of the most popular programs; the "Canadian Hour" composed of folklore songs and music rendered by a quatuor, created by us, and who are now singing for the Metropolitan Opera in New York and other American cities; "Sous les Ponts de Paris" which has been relayed through the entire Canadian network and all the stations of the National Broadcasting Company for over six months; the "French Operetta" every Sunday night for nearly a year, featuring artists who appeared publicly in the same operettas for a full week once a month, filling up then the Imperial Theatre.

The Canadian Radio Commission was at that time the subject of very bitter attacks from the press and Parliament, and therefore needed public support. The only way to obtain this was to put good programs through Canada and this need was especially apparent in the West. The programs originating from Montreal were then broadcast across Canada, with the understanding that arrangements were to be made to broadcast a large quota of English programs from the Ontario and Western Division. This plan failed totally in the Ontario and Western Division, hence the numerous complaints to the effect that too many French programs were being broadcast. There were not too many French programs but far too few English programs. It is at that stage that the Commission, at the suggestion of Major Gladstone Murray, requested that one commissioner be put in charge of programs for Canada for the very good reason that after months of waiting and urgency, no programs from Ontario and Western Division had been created.

### PART III

According to the evidence, everything went wrong with the Commission after the dismissal of the director of broadcasting for Ontario and Western Division: the programs were worthless; the artists featured were devoid of talent; no new ideas were found; no new programs were created; the exchange of programs with foreign countries was a failure; no new talents were developed; drama and operatic work was killed, no pick-ups of any value were made, and the Commission even committed the crime of securing, without charge, the thirteen broadcasts of the Metropolitan Opera featuring International Star Artists.

The truth is that the following programs, which were absolutely new in Canada, have been put on the Canadian network: Talks on the League of Nations; "Le Vieil Album"; "Masters of Music"; "Musical Interlude"; "Operetta"; "Presenting"; Edgar Herring and "His Xylophone"; "Moonlight on the River"; "Call of the North"; "Just a Song"; "Radio Petit Monde"; "University Debates"; "Violons et Violoncelles"; "Dance Moods"; "Seville Fair"; "Gems from the Lyric Stage"; "Rêvons c'est l'Heure"; "Only a Rose"; "Rhapsodies in Rhythm"; "Uncle Jerry"; "Beautiful Lady"; "Maritime Presentations"; "Theatre Radiophonique"; "The Serenaders"; "Brin de vie avec Madeleine"; "Une Heure près de Vous"; "Old Time Orchestra"; "O'er the Billowy Sea"; "Canadian Capers"; "Conférence Universitaire"; "Coming Through the Rye"; "Anlon Young, Eileen Waddington and Roland Todd"; "Ballad Memories"; "Musical Etchings"; "Radio Theatre Guild"; "Hands across the Border"; "Melody and Harmony"; "Pianology"; "Oberon Group"; "Studio Revels"; "Gypsy Rhapsody"; "Gentleman Jim"; "The Russian Vagabonds"; "The Bentleys Have Music"; "Sous les Ponts de Paris"; "Moonlight on the Pacific"; and the "Northern Messenger".

This enumeration is taken from the program schedule dated January 28, 1934, which is filed herewith. Many other programs have been created since that date but the enumeration of all of them would be too long. I will however mention that the Commission has been broadcasting most of the leading symphony orchestras coming from Canada and the United States, 470 other light orchestral concerts, the New York Philharmonic Orchestra and the Metropolitan Opera on Saturday and Sunday afternoon during the winter months, an operetta every Sunday evening alternating between Montreal and Toronto and including the works of such well known composers as Sullivan, Lecocq, Herbert, Planquette, Messager, etc., twenty-nine concerts of operatic selections released both in English and French, fifty concerts of Chamber music, concerts by outstanding choral societies in Canada, most of the winners of the Drama Festival Plays of last and the present year, some of the best French and English dramas

twice a week, a great number of addresses including educational talks for children, addresses by eminent authorities under the auspices of associations and societies, including the National Council of Education and the Young Men's Canadian Club of Montreal; a series of lectures given by professors of many Canadian universities and representatives of the Professional Institute of the Civil Service. Stories relating to Indian folklore and early Canadian life; book reviews; comments on world news events; greetings from mayors of Canadian cities and speeches from many important public dinners and functions were broadcast also during the year. Speakers included many distinguished Canadians and guests from other countries. Instrumental and vocal recitals by eminent Canadians, concerts by leading military bands were also broadcast all over Canada. Programs for children have been given twice a week and for some times three times a week. The Commission broadcast at regular scheduled hours during the year over three hundred and fifty programs of dance music, both old and modern.

The light entertainment section provided over three hundred and sixty-five concerts and over fifty of a humorous type. Over one hundred and twenty-five novelty programs were presented during the year, many of which featured the music of the different nationalities represented in the population of Canada. Over 1,100 of the news and weather bulletins were also broadcast as well as the Northern Messenger. In addition to its regular entertainment service, the Commission broadcast throughout Canada and in some cases throughout the States over thirty outstanding events such as the message of His Majesty to the British Empire on Christmas Day; the United Empire Loyalists Sesqui Centennial Anniversary from Saint John, N.B.; the arrival at Shediac, N.B., and reception of the Italian Air Armada at Montreal; the arrival of Wiley Post, world flyer, at Edmonton; the opening of the World Grain Exhibition and Conference at Regina; the ceremonies at the opening of Riding Mountain National Park; the Institute of Pacific Relations Conference from Banff; the Harmsworth Trophy races, from Detroit; the Commonwealth Relations Conference from Toronto; the international balloonists from Sudbury and Quebec; a special "Radio Progress" dedicated to Signor Marconi; the National Remembrance Day ceremony on Parliament Hill, Ottawa; the funeral service at the graveside of Sir Arthur Currie; the opening of the World Economic Conference, London; Big Ben striking the hour of midnight in London, etc.

This is a resume of the program work accomplished by the Canadian Radio Broadcasting Commission during its first year of operation, and this, with a very limited budget and personnel at its disposal.

The Canadian Radio Commission has not the necessary funds to pay for the transmission line facilities and to lease time from the stations during the day hours. When it is 6.30 p.m. E.S.T., or 3.30 p.m. in British Columbia, it is then 11.30 p.m. in London, England, and therefore such events as speeches from leaders of the countries or special programs cannot possibly be broadcast in a great number. This also accounts for the fact that we have been unable to carry on regular exchanges with Great Britain. However, we have succeeded in negotiating a very advantageous exchange with the American networks being very careful, at the same time, not to make our network a mere adjunct of the United States systems. Thereby our artists have had a chance of being heard quite often over the United States networks and of gaining an international reputation.

May I mention the following artists who have had the opportunity of being heard once or more over all America: Ludovic Huot, Lionel Daunais, Caro Lamoureux, Anna Malenfant, Allan MacIver and his orchestra, Guiseppe Agostini and his orchestra, Violette Delisle, Shea and his orchestra, the Imperial Grenadiers quartuor, The Grenadier Guard's Band, Stanley Maxted, Billie Bell,



Wishart Campbell, Percy Faith and his orchestra, Jean Haig, Alexander Chuhaldin and his orchestra, Leon Zuckert and his orchestra, Tito Fandos and others.

Drama and theatre has not been killed by the Canadian Radio Commission. On the contrary, every week, the following programs were or are broadcast: "Radio Theatre Guild"; "Theatre Radiophonique"; "Masters of Music"; "Fables de Lafontaine"; "Le Vieil Album" and "Parade of the Provinces". The program "Parade of the Provinces" has been commended very highly by Mr. Malcolm Frost of the British Broadcasting Corporation who happened to be in Ottawa on the first broadcast of the said program. This feature is relayed on the National Broadcasting Company and their officials have since expressed the wish that we broadcast another program of the same type featuring Canadian folklore.

It has been submitted that the Commission has developed no new talents. The Committee has already before it the evidence on this point of Mr. Bushnell, a man of long experience in broadcasting, who stated that the Canadian Radio Commission could not be schooled where broadcasting is taught. Even the Radio Department of the Canadian National Railways has never been a school where broadcasting was taught and one could say, with as much fair-play, that they have never developed any new talents. However, the Commission has seen fit to employ many hundreds of musicians, artists and actors who, for the most part were previously known only locally, and have now, through our medium acquired a national and in some instances, international reputation.

#### ANSWER TO MR. WEIR'S SUBMISSION BY LIEUT.-COL. STEEL, COMMISSIONER

When I returned to Canada in January, 1933, I found Mr. Weir in control of the broadcasting operations of the Commission. I found it extremely difficult to get along with him, and in fact I was given to understand by Mr. Weir in no uncertain manner that he considered himself the real head of the Commission. I was bombarded by him with memoranda and instructions on every phase of broadcasting from management to engineering. Very few of these memos were of any real use, since they were prepared by a man who had no thorough knowledge of his subject.

Throughout his entire brief Mr. Weir claims all the credit for everything that had been done by the Commission up to the date of his retirement. This is the attitude usually taken by dismissed employees, who pick up information during their period of employment and then attempt to use it against their old employers after they have been discharged for incompetency. Mr. Weir has no more claim to full credit for the programs of the Commission than I would have if I were to take all the credit for the work of the Commission during the past winter season.

During the period Major Murray of the British Broadcasting Corporation was in Canada advising the Commission in connection with our organization, the case of Mr. Weir was discussed. He advised the Commission to put Mr. Maher in charge of programs, stating as his reason the fact that he knew of Mr. Weir's inability to get things done when he was in charge of the Canadian National radio department. He stated that Mr. Weir had been in England on several occasions to see the B.B.C. in connection with dramatic productions and other programs, and Major Murray had found the same characteristics and lack of initiative that characterized his work in Canada for the Commission. Major Murray stated that he was convinced that we would eventually have to remove him completely from the program department.

In the early part of his brief Mr. Weir claims that our financial setup and methods were wrong, and that he warned us repeatedly with regard to this fact.

He refers particularly to his letter of April 20th addressed to me. When his letter of April 20th was written, no funds for the current financial year had as yet been voted by Parliament. In fact we did not even know how much money we would get, as there was a submission before the Treasury Board for inclusion in the supplementary estimates. When we did finally ascertain the amount of money available for the past fiscal year, our expenditures were carried out on a system which was planned for us by the Comptroller of the Treasury, who had been asked to assist and supervise our financial operations. This system was much more modern and efficient than that designed by Mr. Weir. The scheme is still in operation and has proved most satisfactory. The Commission works in very close co-operation with the Comptroller of the Treasury, and we have had and are receiving most valuable assistance from his staff.

Examples of our troubles in attempting to run an organization with Mr. Weir occupying an important position could be quoted *ad infinitum*. The following are typical cases:—

(a) In April I undertook the formation of a proper filing system for the Commission. I asked Mr. Weir to submit the details of the requirements of the program department. I repeated this request time after time, and after several weeks' delay had finally to make them up myself in order to get the filing system under way.

(b) In June, shortly after Mr. Maher had taken over the program department, he attempted to obtain a weekly estimate of monies being spent in the program division. After two weeks attempting to get this information from Mr. Weir, he finally had to put someone else on the job in order to get the data required.

#### *Detailed Description of Statements made in Mr. Weir's Brief.*

1. *Wire Line Negotiations.*—Upon my return to Canada in January, 1933, I found that Mr. Weir had been negotiating with all of the wire line agencies in Canada with regard to possible arrangements for wire line contracts. In view of the fact that he had already made a start, the matter was left in his hands, although this was really part of my responsibility in the Commission. After about two months I was approached by all three of the main wire line agencies in Canada with a request that I see them and discuss in detail the requirements of the Commission. They pointed out that they had been attempting to deal with Mr. Weir, but that the negotiations were in such a hopelessly involved state that none of them knew what the Commission required or what was expected of the wire line companies. They also made it very evident that they felt that, instead of co-operating with them, Mr. Weir was attempting to set one company against the other under the mistaken impression that he could thus obtain a very much lower rate. After a little investigating it was found necessary to take these negotiations out of his hands during the latter part of March, and to carry them on directly between the Commission and the companies concerned. Even so, and without our knowledge, Mr. Weir continued to discuss this matter with the western provinces, and as a result greatly embarrassed the Commission, as we were dealing directly with the trans-Canada system which combines all of the telephone companies in Canada.

Our arrangements with the wire line companies are and always have been on exactly the basis which Mr. Weir states the Commission should have followed. The rate which we obtained was extraordinarily low, and was for a period of four and a half hours per day between six o'clock and midnight. It was arranged that any extensions beyond this period were to be on a pro rata basis. I do not think it would be in the interests of the wire line agencies to quote the rate, but I believe I can make the statement that it is just a fraction of the regular rate charged to commercial advertisers. I would like to refer to the fourth paragraph of Mr.

Weir's letter of December 19, 1932, as printed in the evidence. This is exactly what the Commission did in closing a contract with the wire line companies. It is a perfect example of Mr. Weir's lack of knowledge of the work of the Commission, since had he known this he could not have written the third paragraph under his section 3, nor his suggestion 3 on page 464 of his evidence, unless he had deliberately intended to misrepresent the facts.

2. *Program Staff.*—Mr. Weir complains that he was never able to get a satisfactory staff for the program department. I would like to remind you that all arrangements for the appointment of staff were held in abeyance by the government due to the fact that Major Gladstone Murray had been brought out by the government to advise in connection with our organization. Moreover, it was not possible for us to proceed in connection with our staff until Parliament had considered and passed the amendments to the Radio Act. Even then, all appointments to the program staff, since they come under the control of the Commission itself, had to be submitted to Privy Council. Our first list of appointments was not approved by Privy Council until July 13, 1933, and the second list on October 11, 1933. During all this time the Commission was carrying on, as Mr. Weir says, with a few stenographers kindly loaned to us by the Civil Service Commission. If Mr. Weir's desk was piled high with files, so were all the other desks in use by the Commissioners and by their staff. If Mr. Weir's desk remained piled high it was because of his inability to handle any considerable volume of work per day.

3. *The Staff and Commission Meetings.*—It was and still is the policy of the Commission to obtain such information as may be required from its staff before the regular meetings of the Commission. It was not considered advisable to have the staff present when matters of policy were being discussed. As a matter of fact, all members of the Commission received numerous and voluminous memoranda from Mr. Weir on many subjects, but on several occasions when Mr. Weir was sent for by the Commission to discuss specific matters it was found that he was not in his office. His irregularity in this respect was an impediment to business.

4. *Commission Network Arrangements.*—Mr. Weir states that it was not until May 3rd that he obtained any information with regard to our wire line or network arrangements. On March 27th the Commission prepared a memorandum, outlining its plans for network arrangements for 1933. This was discussed with members of the Commission staff. On April 4th Mr. Weir and Mr. Dupont were called into my office and the whole question of networks was thoroughly discussed with them. I pointed out that we would have approximately four and a half hours of program time each evening, and asked each one to prepare schedules of the best hours to take on various parts of the network. Several meetings were subsequently held at which both were present, and the several schedules which were submitted were finally reduced to a single schedule. Mr. Weir submitted a memorandum, dated April 13th, outlining his final recommendations. Contracts were then entered into with each station required for our chain, the letters being dated April 13th. The final draft of the wire line contract was received the end of April, and the details were communicated to the program department about May 3rd. I presume that this is just another of Mr. Weir's convenient lapses of memory.

On page 446 Mr. Weir states that our wire line arrangements were chaotic, and that at least five different persons were making arrangements on behalf of the Commission. If Mr. Weir or any other members of the Commission staff were dealing with the wire line companies, they were doing so in the face of instructions to the contrary, as the matter had been taken over definitely



by the Commission in March, as has already been explained. There was no chaos whatsoever, and a very satisfactory contract was effected within a few weeks.

5. *Removal of Mr. Weir from Program Department.*—On March 13th, 1933, the Chairman received from Mr. Weir a long and involved memorandum, pointing out the troubles likely to develop in subdividing the program responsibility between himself and Mr. Dupont. He refers directly to this on page 440 of his evidence. Mr. Weir's objections to the subdivision were merely because he wanted all control in his own hands.

Our system of operations is exactly the same to-day as it was when he wrote this letter, and it is proving extremely successful. The difference, however, is that the two men now holding these positions, namely Mr. E. L. Bushnell and Mr. Dupont, are both willing to work together, whereas Mr. Weir never had been willing to co-operate in this way. In fact I may state that there never was any real co-ordination in the program department until Mr. Weir was moved from that branch of our activities.

5. *Operations of the Canadian Radio Broadcasting Commission.*—Under this heading I would like to comment on certain of the statements made by Mr. Weir, and I propose to do so using the same numbered paragraphs as he has used in his own evidence.

(1) Mr. Weir's statement that chaos has resulted from the re-arrangement of wave lengths is a very broad statement, easy to make but impossible for Mr. Weir or anyone else to prove. This is the kind of loose and inaccurate statement which can cause, and is deliberately designed to cause, a tremendous amount of dissatisfaction throughout the country. It is quite true that any change in frequency causes a certain amount of dissatisfaction for a time, but this soon clears up when the people become accustomed to the new channels. The real truth of the matter is that reception throughout the country as a whole is infinitely better to-day than it has ever been in the past, since the higher powered Canadian stations are operating on channels that are essentially clear and our lower powered stations, operating on shared channels, have been so placed geographically that they are the greatest possible distance from the American stations operating on the same channels. Interference due to the operation of Mexican stations cannot be laid at the door of the Commission, although this has caused us, in common with many United States stations, a tremendous amount of trouble. As I pointed out to this Committee at a recent meeting, the Mexican government has undertaken to shift all of their stations from Canadian clear channels. Such action has already been taken at the Montreal station and conditions there are reported as excellent. It is also reported that the situation in Toronto is vastly improved due to the action already taken by the Mexican government.

Mr. Weir insinuated that I was responsible for the technical points in the report of the Parliamentary Committee of 1932. It is true that I was one of the technical advisers to the Parliamentary Radio Committee, as was also Mr. J. W. Bain of the Radio Branch, Department of Marine. Both Mr. Bain and myself submitted suggestions to this Committee, and the Chairman of the present Committee, who served in the same capacity in 1932, is in a position to judge which if any of our suggestions were adopted.

(2) By international agreement the channel of 540 kilocycles had to be moved out of Windsor. We were then left with a choice of either using 960 or 840 kilocycles in Windsor. At first we suggested using 960 kilocycles, but the Detroit station, WJR, on 920 kilocycles appealed to us through the Prime Minister's office and we then had no option except to allot 840 kilocycles to Windsor. At that time the channels of 840 and 960 kilocycles were equally

clear. Shortly afterwards the Mexican station XEAW moved to 960 kilocycles. It was this move that produced all the difficulty in Toronto. However, I submit that as a matter of fact it was far better for the Commission station to have this trouble than that the commercial station in Windsor, which is forced to make its living by means of its operation, should have been subject to this interference during the past season.

(3) The expropriation of the only five kilowatt station in Montreal, while possible under the law, was impossible in actual fact, since the Commission did not have the necessary funds. The value of this station was approximately \$125,000. Had we taken this sum of money from our appropriations it would have meant that we would have had to reduce the number of programs made available by one-third. We felt that our first duty to Canadian listeners was to improve the programs available in all parts of the country. The Commission therefore decided to spend the money on programs rather than on expropriating an existing station.

Montreal and its suburbs have a population of over a million people and there can be no argument but that this important centre is entitled to have at least two high powered stations. The only other stations in the area are of low power and small coverage. The second station in Montreal was obtained by the Commission at one-tenth the cost of expropriation proceedings.

(4) Mr. Weir's statement with regard to the Toronto arrangements are absolutely without basis of fact and merely illustrate his deplorable lack of information. The Toronto arrangement was effected after he left the Commission, and he was therefore not in a position to determine the facts. The Toronto arrangement is a very excellent one for the Commission, as we did not have sufficient money to build our own studios. The studios used by the Commission are far and away the best studios available in Toronto.

(5) The suggestion made by the Commission to erect two powerful stations in Canada was predicated on our receiving \$1,500,000 from Parliament, and this point was brought out very clearly in our memorandum to the Minister of Marine which accompanied our estimates. When only \$1,000,000 was made available, it was of course essential for the Commission to drop this particular part of our general program.

(7) Without going into the question of the quality of programs available to-day as compared to those put on by the Canadian National system, it can be very definitely stated that the revenue from the stations in Ottawa and Vancouver is markedly greater to-day than it ever was under the Canadian National regime.

(12) As a matter of actual fact, the Commission only had under contract four artists in Toronto and four in Montreal. However, the saving due to these two sets of contracts was tremendous. In Montreal we obtained these four artists for about \$20 per hour instead of \$50 to \$75 per hour as paid by Mr. Weir while in the program department.

(14) Mr. Weir's comments on relay broadcasting from England again illustrate his entire lack of any real knowledge of this subject. Exchange programs with England cannot be carried on successfully until we have broadcasting during the day or until we can afford to have the B.B.C. bring their artists back to the studio in the early morning hours in England. Transmission between Canada and England between 7 p.m. and 10 p.m. eastern standard time is very bad, but after that period it improves very markedly. Mr. Weir should have known this fact, as he was a party to the first tests made in December, 1932, and January, 1933, before I left England to come back to Canada. We have tried repeatedly since that date with no success. We even obtained the trans-Atlantic telephone circuits and had them carry out tests

over a period of three months last fall. During the past winter the Commission carried for a number of weeks a rebroadcast between 7 and 7.30 p.m. These programs were brought in over the commercial telephone circuit, the best circuit between England and Canada, but any members of the Committee who were in Ottawa during this time will know that the programs were anything but satisfactory and I am afraid in the public mind did a good deal of harm to the project of rebroadcasting from England.

(16) Like most of Mr. Weir's statements regarding the Commission, his estimate of the cost of salaries is very much in error. The total cost of salaries in 1933-34 was \$129,670.20, out of a total expenditure of \$1,128,591.64, or exactly 11½ per cent. Taking in administration as well as salaries, we spent \$191,285.83, or exactly 17 per cent of the total.

(23) With regard to the question of what funds are collected and how they are disbursed, I would refer you to the evidence of Commander C. P. Edwards, given before this Committee on Friday, April 13th. It would be a waste of time to attempt to repeat this here. I find that it does not check very closely with the data given by Mr. Weir. The Commission has repeatedly pointed out that they do not wish to be made responsible for the collection of the licence fees. In this one instance Mr. Weir appears to agree with the general policy of the Commission. Mr. Weir comments on the question of interference suppression. This work is certainly not part of the normal duties of the Department of Marine and could be carried out just as cheaply by the Commission without any additional cost to the public. Since this work is solely in connection with broadcasting, and since these inspectors are doing a great deal of work directly for the Commission, it would appear to me to be more economical and certainly more efficient if they were directly under the Commission, for whom they are working.

In the last paragraph of this section of Mr. Weir's testimony he refers to the question of licence fees. I would refer you to the evidence given by Mr. Burford on May 2nd. Mr. Burford states that his organization was in favour of a four-dollar tax and that they have not had any reason to change their opinion. The Canadian Radio League, which Mr. Weir admits was a very powerful factor in connection with the decision in favour of nationalization, had always argued in favour of a three-dollar licence fee, and their entire financial setup was based on this figure.

The Chairman has stated that it would be possible to operate the Commission on a two-dollar licence fee, if all the money were turned over for that purpose. This statement by the Chairman did not, of course, involve the provision of capital expenditure. If the Commission could be given the amount which has accrued during the past two years from licence fees to be used for necessary capital expenditures, we could operate the Commission, and provide at least double the number of hours broadcasting now being given throughout Canada without increasing the licence fee beyond the present figure of \$2.

10. *Recommendations.*—Under this section I will again deal with the suggestions as they have been numbered by Mr. Weir in his evidence.

(3) This has always been the policy of the Commission since the contract with the wire line agencies was first concluded. Our programs on Saturday afternoon and Sunday afternoon during the past winter were on this basis. The question of the Commission entering the commercial field, either with programs or transmission lines, is one which we hope this Committee may find it possible to solve for us.

(5) A program service between Canada and England cannot be effected until more money is available. The program to be given by Canada on July 1st for rebroadcast throughout the Empire is only possible through the financial help of the B.B.C. and all of the Canadian wire line companies who have kindly tendered their services free of charge to carry this program across Canada.



(10) Under the Radio Act of 1932 the appointment of Advisory Councils and the General Council is entirely in the hands of Privy Council. The Broadcasting Commission has nothing whatever to do with regard to this matter. The government has, no doubt, very good reasons why action has not yet been taken to put into effect this particular section of the Act.

(11) As pointed out previously, our salary list is just  $11\frac{1}{2}$  per cent of our available funds. That cannot be considered as excessive, nor is it overloading the amount of money available for broadcasting in Canada. If the Commission had followed the suggestions made repeatedly by Mr. Weir in his numerous memoranda dealing with the staff required, our expenditures would have been at least three times the present figure. Perhaps that is what he meant when he said that our staff expenditures were one-third of our total available appropriations.

Witness retired.

Dr. G. M. GELDERT, called.

The WITNESS: Mr. Chairman, I wish to apologize for the fact that I have not extra copies of my brief for the members. I understood I would be called before the committee to-morrow morning, but the secretary of the committee notified me that I would be heard this evening.

Mr. CHAIRMAN AND GENTLEMEN,—In the closing words of the brief I submitted to the Parliamentary Radio Committee last year, I stressed the fact that one of the first officials to be appointed by the incoming Radio Commission should be a Psychologist.

Considering the comments made before your honourable body and even more so the almost universal opinion of the dissatisfied broadcast listener, one is forced to the conclusion something is radically wrong with the administration of Radio in Canada.

Little has been heard about the long suffering broadcast listener, who after all is paying the complete shot for so-called nationalized Radio. Is he satisfied? You all know he is not. Is he getting what he wants, undoubtedly, no! Is he not entitled to receive what he desires? What he alone is paying for? About the only thing he is satisfied with is the portion of his \$2 which goes to the elimination of Radio interference.

The ultimate failure or success of Government control of Radio in Canada is supplying the listener with what he rightly feels he is entitled to.

All Canada looks to your honourable body to fearlessly clean house, straighten out and alter existing conditions to bring harmony back again amongst broadcasting stations and last but not least, satisfy the listening public.

The situation as at present standing is causing bitterness throughout Canada from coast to coast, racial feeling is slowly but surely growing, the end results of which no man can foresee.

Nationalized radio as at present operated may yet split two great races and we can't afford to close our eyes and muddle through.

Further—The broadcast listener is disgruntled almost to the extent of paying his \$2 annually. He is a shareholder in a big company with absolutely no say in its management or its policies, or in what he receives back from his membership.

Take the Ottawa district for example; there are approximately 22,000 listeners paying \$2 yearly, a total of \$44,000 and 99 per cent of them dissatisfied to the extent that the vast majority refuse to listen to the Commission's programs no matter how good they are and we must admit many Commission features are excellent.

Is a district which contributes annually \$44,000 for Radio entertainment entitled to any consideration?

Ottawa resents being discriminated against by the Commission in being denied the Columbia and N.B.C. chains yet stations in Montreal, Toronto, and Windsor, are privileged to bring in these features.

Recently the Radio Commission refused to allow CKAC in Montreal to link up with CFRB in Toronto to cut down expenses on the Columbia chain. Result—CKAC brings it in at greatly increased cost from Albany. A Canadian communication system loses the business on its lines, but more important to the listeners in this district, this line would have practically gone through Ottawa, making it possible for an Ottawa Station to give to those in this district service in this regard.

The Radio Commission's argument to the allowing of American chains to be brought into Ottawa is that this district is adequately served by Montreal and Toronto stations. Any one who takes the trouble to check up knows that the Commission's station and CFCF in Montreal are with difficulty heard in Ottawa, that even CKAC is badly muddled up with Mexican stations most nights and that Toronto stations are valueless as a consistent feature.

The Commission will tell you they bring certain chain features from the States, but they are late at night.

Should the broadcast listener pay for anything except entertainment, and to what extent? Why should \$50,000 of his money be used to take over the Canadian National Railways' white elephant, three antiquated broadcasting stations, in Ottawa, Moncton, and Vancouver, two of which have since been dismantled? Should the broadcast listener pay thousands of dollars for research which should be chargeable to the country as a whole and handled by the National Research Branch?

Why should the broadcast listener be forced to foot the bill of up in the thousands for Monitoring equipment to check up Broadcast stations when the Department of Marine already had a duplicate equipment and was doing the work? and so on, ad infinitum.

On the other hand I cannot speak too highly as to the ability of staff of technical men handling the various departments with which the commission has surrounded itself. They are and I have found them always willing to give every possible assistance to Broadcasting stations. The point is—should the Broadcast listener stand the cost of research departments.

Ottawa is also bitter over the treatment handed out to its Community Station CKCO by the Radio Commission, which has been operated from a community point of view in the City of Ottawa for the past ten years.

Last June the commission cut off its programs from CKCO on the grounds that where they had a station of their own in a district, no other station would be fed their programs, at the same time three stations in Montreal were getting the features and I understand several in Toronto. We protested to the commission by wire stating also that licensees in this district resented the curtailment of diversified programs for this area, at that time we were receiving Royal York features from Toronto and certain chain features from CKAC in Montreal were also cut off. Later Commission programs were fed to the new station in Hull which for all practical purposes just across the river is in this district.

In June, 1933, the Commission notified me that they had considered the case of the two stations in the Ottawa area and had decided that both would have to be relocated.

Along the latter part of June CKCO installed a new modern 100 per cent modulated crystal control transmitter in keeping with the Commission's new regulations which are undoubtedly in the best interests of broadcasting and along the lines of American regulations. We checked up with residents in the immediate neighbourhood and satisfied ourselves that the station could be easily cut out.

On the 31st August we wired every low-power station in Canada as follows: "Have you received specific instructions from the Radio Commission to relocate

your transmitters? Have you intimation they can remain in present location? Wire reply collect." We received replies from these stations to the effect that not one had received any such instructions. (Telegrams submitted herewith).

Following this up we wrote the commission on the 15th of September as follows:—

15th September, 1933.

HECTOR CHARLESWORTH, Esq.,  
Chairman, Canadian Radio Broadcasting Commission,  
Ottawa.

DEAR SIR,—Replying to a letter of 29th ultimo signed by Col. Steel regarding the compliance of radio station CKCO with part 6 of the Canadian Radio Commission's regulations, also replying to your letter of the 15th June last, notifying us that CKCO would have to be relocated outside of the city of Ottawa.

You will remember the conversation we had in your office following the receipt of this latter letter in the course of which I stated that CKCO would be willing to instal a modern 100 watt, crystal controlled transmitter if we were allowed to remain where at present located, which suggestion you thought an admirable one.

Following this up we were able to make arrangements with the Northern Electric Co. to instal a 12 A-100 watt transmitter on loan. This transmitter has now been in operation some two months with excellent results. Next door neighbours have no difficulty in getting away from CKCO. The tests in your own apartment 200 feet away by Northern Electric engineers and your Mr. Olive showed CKCO could be cut out very sharply.

A number of tests carried out by the Radio branch of the Department of Marine indicates that the transmitter is maintaining its assigned frequency between 5 and 10 cycles where your regulations allow plus or minus 50.

I desire to point out that CKCO is located on the outskirts of a residential district rapidly becoming commercialized. Further, we have carried out a very careful check during the past two months on the coverage of the station, which demonstrates beyond any doubt that at distances in excess of 2 miles our program valued is seriously interfered with by cross talk from American and other stations on the same channel.

As these tests were taken under summer conditions, we can reasonably anticipate that the condition will be greatly aggravated under and during the active winter radio season, consequently if CKCO be forced outside the city, its value as a community service to Ottawa will be greatly lessened.

The public was under the impression that the recent changes in wavelengths was intended to improve radio reception in Canada through the elimination of heterodynes. At the time of the reallocation of frequencies, CKOC of Hamilton was placed on the same frequency as CKCO in Ottawa. The Hamilton station was instructed by your body to lower its assigned power from 1,000 to 100 watts but after representations were made by the Mayor, Board of Control and Council of Hamilton it was permitted to continue broadcasting on a power of 500 to 100 watts despite the fact that their signal comes through in this district entirely spoiling our quality and rendering our (CKCO) signal almost unintelligible a few miles from Ottawa. Upon consultation with your Col. Steel I was informed nothing could be done about the condition for months.



I would point out that the only reason for relocating CKCO is for complaints from nearby residents, one in particular who gets all their freinds to call up the Commission by phone and complain, thus creating the impression that many people are kicking. The other odd complaint is from people in the neighbourhood who think that because the transmitter is asked to move this includes the studios. In other words the chief complaints come from parking of cars and noise from the windows of the studios, organ, etc., rather than from the actual interference of the transmitter to receiving sets. The latter complaints now since the installation of the modern transmitter have almost completely disappeared.

I should like to draw your attention to the fact that CKCO is the only low power station in Canada which has had specific instructions from the Radio Commission to relocate. We have on our files telegrams and letters received during the past two weeks from the Canadian Radio Stations to substantiate this statement.

It is quite true you are moving your own station CRCO outside of Ottawa as per your letter of the 12th instant, but this is an entirely different proposition. CRCO is a 500 watt station which you intend raising to 1,000 watts.

It is indeed difficult to understand why CKCO has been selected for action. Does this indicate personal antipathy to me as an individual or is it that we are being victimized and squeezed to form a precedent for action elsewhere?

The writer was informed from several sources outside of Ottawa several months ago that the commission was out to get CKCO on account of various activities carried on by myself as an executive officer of the Canadian Association of Broadcasters.

Since the city of Ottawa has officially requested CKCO be left intact to carry on its community service, this entirely removes from the shoulders of the commission the onus of alleged complaints from citizens. I presumed that the request of the city of Ottawa would be entitled to similar consideration by the commission as was that of Hamilton.

Surely the commission does not desire to crush CKCO out of existence on an excuse which now no longer exists.

Might I further remind you, that despite the fact that Radio Commission's headquarters are in Ottawa, neither the chairman or its technical member has ever been inside CKCO.

Your commission must surely realize it is asking tremendous sacrifices on the part of small stations when it not only insists on an immediate capital expenditure of approximately \$10,000 but at the same time demands we increase our operating expenses around \$3,000 annually (due to increased staff, lines, etc., necessitated by separating the transmitter proper from studios) unless the commission is willing to assist community stations financially as the Act gives it power to so do, by taking care of the increased overhead entailed through the proposed changes.

This I understand is being done with the recently opened station in Hull.

I note from a comparison of the U.S. Federal Radio Commission's regulations and those of the Canadian Radio Commission, there appears little difference except that the U.S. Commission exempts existing stations of 100 watts and under from removal while your body demands this be carried out. Apparently 100 watt stations are considered non-interfering in the States and interfering in Canada.

Going further, the commission has already dealt most unfairly with CKCO by cutting off all our chains and sustaining features, refusing commission programs on the grounds that where the Commission has a station of its own, it will not feed said program to another station in the same locality, yet at the same time you are feeding these programs to the new French station just across the river in Hull. It is most difficult to understand this partizanship, and it is a matter which Ottawa resents most bitterly.

After all, Ottawa is the seat of government—the members of parliament for the most part live in private homes—their (the members) opinions sooner or later become coloured by those with whom they live and associate, and I respectfully draw to your attention that the Radio Commission cannot afford to have parliament get the knowledge that it (the commission) is dealing unfairly with the capital city of Canada.

Your station CRCO actively goes after local advertising cutting its rates to take local business from the local station, you take away chain programs and give them and a licence to another station in the same district, who publicly stated in the press that they were a purely commercial proposition, where as the act distinctly infers 100 watt stations were to be allowed, primarily to serve community interests.

This latter I submit we have been doing for the past nine years regardless of race or creed.

CKCO has always been considered the mouthpiece of all French Canadian organizations in Ottawa. Are not the French-Canadians of Ottawa entitled to have the facilities of their community station as much as the French-Canadians of Hull?

Before the recent Radio legislation went through, and long before any person even dreamt that a radio commission would impose restrictions on stations such as CKCO through compelling them to double their overhead by separating transmitters from their studios, CKCO to improve broadcasting in Ottawa went to tremendous expense in purchasing a property, installing modern studios, installing the finest studio pipe organ in Canada and other up-to-the-minute speech input equipment.

In doing so we have obligated ourselves to large annual payments for the next two years on principal, and I am unable to see how it is financially possible with the limited revenue available from local advertising, to instal new equipment, pay for same, at the same time doubling our operating expenses through the moving of the transmitter proper just to satisfy the odd person.

Surely, if we instal equipment as demanded, and taking into consideration the recent request of the city of Ottawa backed up by all the service clubs, welfare organizations, protestant and catholic alike, churches and all other public bodies, your commission surely will be willing to meet us half way particularly in view of your treatment to stations in other cities.

We are sure, once CRCO is out of the city and in as much as COCO has been placed on a much higher frequency, there will be no complaints which would necessitate the commission taking action, and we ask for a trial for the new transmitter in its present location, the same treatment as afforded other cities such as St. John, London, Halifax, and other places in which the transmitters are located in the heart of the residential districts. In passing CHLP in Montreal, an exact duplicate of CKCO is located right in the residential district, the licence to which was issued since the commission was appointed and to my knowledge is not being asked to move.

Major Gladstone Murray in a recent visit to CKCO was astounded to see the wonderful manner in which CKCO was serving this community and district and was quite outspoken in stating that radio stations such as CKCO if necessary, should receive assistance from the Commission rather than have its community value impaired.

With regard to radio frequency monitor which your commission insists on every station being equipped with, I might state that for the present I believe we can make arrangements with the department of Marine to frequently check our frequency and we will instal same as soon as financially possible. The modulation panel will be installed immediately.

I shall be quite glad to meet your commission to discuss the future of CKCO at length if you so desire.

We are not asking any favours, simply a chance to exist and continue our community service to the city of Ottawa and district.

Yours faithfully,

G. M. GELDERT, M.D.

OTTAWA, September 20, 1933.

DEAR DR. GELDERT,—I have yours of September 15, which does not constitute an answer to my earlier inquiry as to just what steps you are taking to remove your transmitter outside the residential areas of Ottawa. I might as well say at the outset that unless your transmitter is removed your station will not be licensed on October 1st.

In the lengthy communication addressed to me as chairman of the Commission there are several misstatements. In the first place I never gave you intimation of any kind that if you installed a modern 100 watt crystal control transmitter we would allow it to remain in its present location, nor is the charge true that there has been any desire to get station CKCO "on account of various activities carried on by yourself as an executive officer of the Canadian Association of Broadcasters." I do not know what your activities have been and I do not know what purpose the association in question serves in the Canadian community.

Your statement that Major Gladstone Murray was highly impressed with the service your station was rendering to the Ottawa community does not jibe with Major Murray's remarks to us. Your general contention that you are being singled out for unfair treatment as compared with other stations is entirely groundless. We are enforcing rule No. 13 of the Rules and Regulations, of which you have a copy, on the same basis in all parts of Canada where conditions render it necessary in the interests of the radio listener. The first station in Canada to be dealt with in this way after the Commission was appointed was CFCA, Toronto Star, owned and operated by very close personal friends of my own.

Your citation of the Hamilton situation has nothing whatever to do with your own case. The Hamilton station has always been located about twenty miles outside the city and no complaints of any kind had been received against it so far as interference was concerned.

The policy of eliminating transmitting antennas from residential areas did not originate with this Commission. For several years the Department of Marine had been following the same policy by gradual means. While it is true that there are stations still in operation within cities in Canada, each case has been investigated and the transmitters have been allowed to remain only in such cases where there was no evidence of a blanketing effect on neighbouring receivers. In all, nine stations were informed in May of this year that it would be necessary for



them to comply with rule No. 105 of the Regulations providing that effective September 30, 1933, all broadcasting transmitters now located within residential areas in Canada would be required to be relocated with respect to the areas which they serve as laid down in paragraph No. 13 of the Regulations. In every instance except your own we have received assurances that this regulation would be complied with.

Our engineers have made careful field strength tests in the areas surrounding the present CKCO transmitter on Somerset street, Ottawa, and have found that the signal strength is far too great for the residential area in which the transmitter is located; that it effectively blankets reception over a considerable portion of the dial. These tests were carried out to a distance of over a mile from the transmitter.

As you are well aware the Commission was very widely censured last spring with regard to interference in Ottawa and gave its assurance then that its best efforts would be made towards the elimination of the annoyance. While you argue that if certain contrivances were attached to radios in your area, interference would cease, I do not see why we should call upon the people of this city to go to additional expense to obtain better reception on their radio sets.

Your contention that the area in which your station radiates is not a residential area cannot hold water for one moment.

Your contention with regard to the use of our programs on the Hull station has nothing whatever to do with the general questions involved in our decision, but I may point out that the Hull station serves a French Canadian population almost exclusively in a widespread area which had no French station nearer than Montreal until the licence was granted.

Of course you must be well aware that the removal of the transmitter and powers of station CKCO from their present location does not necessitate the moving of the studio from that point. It is only necessary for your station to secure a small building at a suitable point outside Ottawa, which can be done at very small cost. The only additional expenditure would be for a wire line to the studio and for an additional operator. From our own experience the total additional cost need not exceed \$1,500 per annum. In compensation for this small expenditure your station would secure a greatly increased coverage and its unquestionable unpopularity with large numbers of Ottawa citizens would be eliminated. On careful consideration of the whole matter, we think you will find that in the end you will benefit greatly by obeying our regulations.

Sincerely yours,

HECTOR CHARLESWORTH,

*Chairman.*

Previous to these communications, the following resolution was passed unanimously by the Ottawa city council, moved by the alderman representing the ward in which CKCO was located.

That whereas radio station CKCO, located at 272 Somerset Street west in Ottawa, has received instructions from the Canadian Radio Commission to relocate its transmitter outside of the city of Ottawa; and whereas CKCO has unselfishly been serving and acting as the mouth-piece of community services, regardless of race or creed, for the past nine years; and whereas the relocation of said transmitter will jeopardize the continued existence of CKCO through the entailing of a largely increased overhead due to extra staff, lines, etc.;

Be it resolved that the corporation of the city of Ottawa request the Canadian Radio Commission to allow CKCO's transmitter to remain in its present location, bearing in mind that radio station CKCO has, in the interests of better broadcasting, recently installed a modern, crystal controlled transmitter which causes little or no interference to surrounding radio sets, and also bearing in mind that CKCO is at present located on the edge of a residential district rapidly becoming commercialized.

The city of Ottawa received a slap in the face when the Radio Commission refused to even consider their request. A most unusual procedure! After all, if the city of Ottawa made a request of this nature, why should the commission, just to please an isolated listener or two with antiquated sets, force CKCO to relocate at tremendous expense and double its annual overhead and cripple its programs? Is there any justification in this action?

Mr. Charlesworth states he had a lot of complaints regarding interference from CKCO to surrounding sets. In all fairness to CKCO, ask him for the production of these written complaints, and I'll gamble he can't produce a dozen letters. He mentioned in his comments before your body he had received complaints from his friends at the Rideau Club. My good friend, Charlesworth, apparently does not realize when he is being kidded.

What are the net results? Increased overhead takes away revenue available for the provision of paid better class entertainment, and the listener suffers thereby. There is only a limited amount of revenue from advertising available in the Ottawa district. We are now forced, in order to exist, to go out actively selling advertising programs, which in our opinion should be the last aim of a community station.

On top of this, the commission gave a licence to Hull interests, which to all intents and purposes, is in the same district, as they have to invade Ottawa to sell their advertising. This licence was given ostensibly for French Canadian interests, yet there is more English than French heard from the station although CKCO at all times unselfishly served French Canadian interests in the Ottawa and Hull districts. It is our understanding that the commission has refused other parties in Canada a licence on the grounds that the district was adequately served. So why should the commission make the going for CKCO still harder?

When we received the final instructions from the commission to get out of town and were told that our licence would not be renewed unless we moved, we pointed out to the commission that they had allowed CFBO in St. John and the new station in London, Ontario, both of which operated an exact counterpart of CKCO's transmitter, to remain in the heart of a residential district. CKNC in Toronto, with a similar transmitter to CKCO's, but owned and operated by the commission, was also allowed to remain, although also in the residential district of Toronto. CHNS at Halifax, a 500-watt station, is also located in a similar district; to say nothing of CFCF, the Marconi station in Montreal. Is this discrimination or is it not?

Mr. Charlesworth spoke of the Toronto Star station going off the air. Mr. Charlesworth knows very well that the Star station closed up not because it had to move, but because it had to reduce its power to 100 watts, and they would not put in new equipment for a 100-watt station. Again I state that no station in Canada of 100-watt power has been put to the expense of relocation unless it has increased its power. Next we asked to be allowed to stay where we were if we reduced power to 50 watts. This was emphatically refused. We then asked, inasmuch as the commission were insisting on relocation, if the removal in their opinion was final and necessary. I submit it was not, and we can bring you scores of witnesses from the neighborhood and immediate vicinity,—with the sole exception of Mr. Charlesworth who lives within 150 feet of CKCO—to prove my contention. Then I submit, whereas the commission

were not treating any other station in Canada similarly, and whereas the city of Ottawa had assumed the onus of any complaints from the district, that the commission should, as the act provides, assist the station financially to the extent of paying the expenses of relocation and a share in the increased overhead, which the chairman refused on the grounds that the act did not give him power to do so.

Gentlemen, I ask you to recommend to parliament that the grave injustice to CKCO be rectified. I understand the matter was finally referred to the Cabinet, but if such were the case we were not given an opportunity to put in a statement.

We have moved and relocated, and now the station is interfered with by stations outside causing heterodynes—whistles—right inside the city. I understand that stations in Nova Scotia, Hamilton and Regina are still operating on old equipment which, while no audible broadcast comes through their carrier, causes trouble.

The foregoing is a sample of what has gone on across Canada. In addition, the commission have cut their price for commercial advertising locally to the price for a 100-watt station. Just think of that, gentlemen, a 1000-watt station out trying to sell time to compete with small stations, when they have their lines, chain programs and money at their disposal. We had a program practically sewed up for the Producers Dairy when CKCO cut their price from \$25 to \$10 per one-quarter hour to get the business, and they got it. If your body would call together all the low power stations in Canada for a conference with you, I am sure that out of it all would come an amazing mass of information.

In conclusion, I believe—and I know I voice the opinion of the great body of broadcast listeners—that the function of the Radio Commission should be limited entirely to:

Program organization and originating typical Canadian features, national in character, feeding them to all Canadian stations desiring them;

The provision of a French Canadian network to satisfy the French Canadians in all sections where there is a large number who understand the French language;

The provision of free lines between stations, and the encouragement of local talent on the smaller networks as sustaining features, the setting of a suitable standard for such programs and the encouragement of friendly rivalry between stations to beat each other in programs supplied. This would save the commission thousands of dollars for talent;

The provision of lines nightly for say two hours, to make available the NBC and Columbia chains.

The technical end of broadcasting should be left entirely to another department, such as the Department of Marine, which handled it in the past. This would cut double overhead, and eliminate much of the friction so evident this past year between everyone concerned.

Should parliament adopt such a course, I predict you would then have the support of every radio listener in Canada. If you don't, it is only a matter of time until some one will be put with his back to the wall, where he has nothing to lose, and he will lead the broadcast listener and get what the broadcast listener wants. Gentlemen, in three days every one of the 22,000 listeners in the Ottawa district would refuse to pay their \$2 unless they got certain concessions. All they lack is a leader; and in what Ottawa did to-day all Canada would follow suit to-morrow.

Gentlemen, you have a tremendous responsibility on your shoulders, and I assure you I have not exaggerated conditions in the least. You have it in your hands to satisfy the broadcast listener, to give the man who pays his \$2 annually what he wants. Will you do it?



The CHAIRMAN: Thank you very much. Gentlemen, Mr. Weir has asked to submit to us in writing some explanations of some of the evidence already given which will be handed to me and then submitted to the committee at some of our future meetings. That is all for to-night, and you will have to wait for the call of the Chair for the next meeting. As far as I know there are no further witnesses to be heard at the present time.

Mr. AHEARN: Will Mr. Weir be heard personally?

The CHAIRMAN: No, he is submitting a written document.

Mr. AHEARN: Will it be included in the record?

The CHAIRMAN: Yes, it will be made part of the proceedings.

The committee adjourned at 9.45 p.m. to the call of the Chair.

SESSION 1934

HOUSE OF COMMONS

---

SPECIAL COMMITTEE

ON THE

OPERATIONS OF THE COMMISSION

UNDER THE

CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 14

---

FRIDAY, JUNE 8, 1934

---

WITNESSES:

Mr. C. E. Bland, Civil Service Commissioner, Ottawa (submission in writing).

Mr. E. A. Weir, additional submission in writing, in explanation of previous evidence.

OTTAWA

J. O. PATENAUDE

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1934





# MINUTES OF PROCEEDINGS

HOUSE OF COMMONS,

COMMITTEE ROOM 429,

WEDNESDAY, June 6, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended, met at 3.30 o'clock p.m. this day, Hon. Mr. Morand, Chairman, presiding.

Committee members, *Messieurs*: Beynon, Cardin, Gagnon, Garland (*Bow River*), McKenzie (*Assiniboia*), McLure, Morand and Wright.—8.

No witnesses in attendance.

*Present*: Members of the Radio Commission and other officials.

The Chairman had distributed list, showing letters received in connection with radio matters, from May 30 to June 6, as follows:—

Commander C. P. Edwards, Ottawa, dated June 1st.

G. Arthur Grier, Montreal (Wire).

A letter from Mr. C. H. Bland, Civil Service Commissioner, pertaining to the appointment of Lt. Col. R. P. Landry as secretary of the Radio Commission, was read to the Committee by the Chairman, and appears in the evidence of this date.

The Departmental File bearing upon the same matter was filed with the Chairman for the further information of the Committee. Mr. Bland had been asked to forward the above information, following his appearance before the Committee as a witness on May 30th.

There being no further matters for consideration in open Committee, it was decided to take up the financial statement of the operations of the Radio Commission for the last financial year, as supplied by the Comptroller of the Treasury at the meeting of May 30th, and first consider same privately; whereupon the Committee adjourned to the call of the Chair, and immediately resumed the sitting *in camera*.

E. L. MORRIS,

*Clerk of the Committee.*

Additional submission made by Mr. E. A. Weir, as referred to by the Chairman on page 568 of the Minutes of Evidence is printed as an appendix to this day's evidence.



## MINUTES OF EVIDENCE

HOUSE OF COMMONS, ROOM 429,

June 6, 1934.

The Select Special Committee on Radio Broadcasting met at 3.30 o'clock, Mr. Morand presiding.

The CHAIRMAN: There is a quorum. The first thing I would like to bring before the committee is a letter from Mr. Bland. This letter reads as follows:

OTTAWA, May 31, 1934.

DEAR MR. MORAND:

In accordance with my promise to you, I enclose, herewith, a statement with reference to the appointment of Colonel R. P. Landry as Secretary of the Canadian Radio Broadcasting Commission.

In case any of the members of the committee may desire to examine the files I am also forwarding them herewith, with the request that they be returned to the commission as soon as they have served the committee's needs.

The statement is as follows:

In December, 1932, the Civil Service Commission was requested by the Chairman of the Canadian Radio Broadcasting Commission to appoint a secretary for the latter body, at a minimum salary rate of \$4,080 per annum. The qualifications required and the salary to be paid were discussed between the Radio Commission and the Civil Service Commission, and it was decided that the compensation should be fixed with a salary range of \$3,720-\$4,080.

Applications were immediately invited for the position, the advertisement stating that a selection would be made by a rating of the education and experience of the applicants, together with an oral examination, if the latter was considered necessary. In this connection it may be noted that the chairman of the Civil Service Commission was of opinion that the candidates should be subjected to a written examination on account of the nature of the duties, but this view was not concurred in by his colleagues, Commissioners Tremblay and MacTavish.

Applications were received from forty-nine returned soldiers and one hundred and thirty-four other candidates.

The advisory examining board which examined the applications consisted of Hon. L. A. Audette, formerly Judge of the Exchequer Court; Major General A. G. McNaughton, Chief of the General Staff, Department of National Defence; Mr. Laurent Beaudry, Counsellor, Department of External Affairs; representatives from the Radio Commission and the Civil Service Commission also being present.

The examining board recommended the selection of Colonel R. P. Landry, who was one of the returned soldier applicants, and their recommendation was approved by Commissioners Tremblay and MacTavish, with the Chairman of the Civil Service Commission dissenting. The Commission's certificate for the appointment of Colonel Landry was issued February 10, 1933, and Colonel Landry reported for duty February 13.



The whole file on applicants is here; if anyone wishes to go over them, they will be in my office, and available to any member of the committee.

Now, we have some figures to go over, and I think it should be done in camera; as that is how we discussed them the last time.

The committee then met in camera.

## APPENDIX

OTTAWA, June 6, 1934.

Honourable **RAYMOND MORAND**,  
Chairman, Radio Committee,  
House of Commons,  
Ottawa.

DEAR SIR,—I wish to express my sincere appreciation to the Radio Committee of the House of Commons for this opportunity to reply to the allegations and statements presented before you on May 31st by the Canadian Radio Broadcasting Commission, in reply to my evidence of May 18th. I shall endeavour to be brief, rather than attempt to answer in too great detail, as this might involve an unwarranted amount of your time.

The Commission suggests that my object is to discredit it. I repeat that my object is to rescue, while yet there may be time, some remnants of public service broadcasting on which there was such unanimity of support when the present Commission started.

I am not actuated by any spirit of vindictiveness; I leave that to the Radio Commission. I am simply defending an honourable and clean record, which the Commission has done its utmost to besmirch. My present engagement leaves me much happier than I was or ever could have been with the Commission. I only want to honestly convince this Committee and my many friends among the press and the public, who have stood by me, that my case is sound and that the treatment accorded to me by the Commission was contemptible in the extreme.

There are six statements in the Commission's reply which I wish to first refute or call particular attention to. They are:

1. That attributed by Colonel Steel to Major Gladstone Murray on page 553. On reading it I immediately cabled Major Murray, and the following day received his reply, from which I quote: "Staff personalities not my business but I presume Commission would endeavour retain your experienced services in responsible executive capacity, and if I had been asked would have so recommended." My cable and Major Murray's reply are herewith attached as Exhibit A.

2. That attributed to the Honourable A. E. Fripp, K.C. (page 548): "that his client had been 'officious and foolish,' had attempted to 'abuse his powers' and that the Commission had ample justification for indignation at what Mr. Weir had done. Mr. Fripp, admitting this, made a plea for compassion."

Attached is a letter from Senator Fripp, marked Exhibit D, covering the matter, from which I quote as follows: "I have no recollection whatsoever of making any such statement. 'Officious' is a word I almost never use. As to attempting to abuse your powers, the statement I certified to said clearly that though you might have exceeded your authority to some extent, I was sure there was no intention to assume such authority. I think it must be clear to anyone that under the circumstances I would hardly be likely to admit that the Commission had ample justification for indignation, nor did I do so. Neither did I make a plea for compassion, beyond suggestion that the action of the Commission, I felt, had been unduly summary and drastic. I remember asking you the following day when you brought the statement to me for certification, whether

you had prepared it all yourself, and remarking when you told me you had, that you had a remarkably good memory."

3. Those on pages 538 and 549, to the effect that Colonel Steel was in London from Madrid by December 1, 1932, and handled the whole matter (Christmas broadcast, 1932) except for short pickups in Canada.

Colonel Steel did not leave Madrid until the close of the International Radio Conference on December 9, 1932, and did not reach London until about the middle of December. A full dress rehearsal was held on December 18th, so there was very little he could or did contribute.

4. That on page 556, where in referring to the allocation of the 840 kilocycle channel to CKLW Windsor instead of CRCT Toronto, Colonel Steel attempts to shift the responsibility on to Premier Bennett by the statement that, following an appeal from WJR, a Detroit station, through the Prime Minister's office, the Commission had no option but to allot the 840 kilocycle channel to Windsor.

5. That by Colonel Steel, on page 557, that at the time the 840 KC was allotted to Windsor (July, 1933) both the 960 KC and 840 KC channels were equally clear. Nearly two weeks prior to the change, the Radio Editor of the *Toronto Globe*, on July 5, 1933, said:

Just what is to be gained by moving CRCT off its present cleared and exceptionally fine wave, to the badly heterodyned and noisy wave at 960 KC is more than I can imagine. The wave at 840 KC, as shown by records which I have kept for from eight to ten years, has been one of the best behaved on the dials. The wave at 960 KC has always been more or less afflicted with wave-wandering. United States stations in the vicinity, which boil over on to it, and it suffers from "direct hits" from a Mexican station. It will be found difficult to maintain the same quality of tone on the 960 wave that characterized the 840 wave.

The above demonstrates that Colonel Steel either does not know what he is talking about or has tried to misrepresent the situation.

6. That by Colonel Steel (page 557): "I submit that as a matter of fact it was far better for the Commission station to have this trouble than that the commercial station in Windsor, which is forced to make its living by means of its operation, should have been subject to this interference during the past season."

Such an admission from the Radio Commission, I submit, is appalling evidence of its incapacity to grasp the prime functions for which it was created. It shows an utter lack of respect for its own programs, and disregard for the interests of listeners in Western Ontario, from which one-third or more of the licence fees of the Dominion are derived.

In the opening paragraph of the Commission's reply it is suggested that witnesses appearing as I did should be put on oath. So far as I am concerned, I have no objection to such a procedure, for the oath makes no more emphatic statements of fact. I could stand that test if the Commission could.

I would now ask the Committee to study the following brief summarized reply to the Commission's fifty-page, sectionalized document, with its numerous repetitions, its confused arguments, and its consistently unsubstantiated allegations. I submit further:

7. That the vituperation of the Radio Commission answers itself. Nowhere in my submission of May 18th did I stoop to personalities, whereas the Commission has stopped at nothing to misrepresent my conduct.

8. That the Commission has failed miserably to produce documentary evidence to suport their allegations, e.g., that I presumed to dictate the policies of the Commission, was remiss in answering correspondence or initialling ac-

counts, was critical of the financial set-up or methods, censured their decisions, or other charges of like nature.

9. That the attempt to brand me as a writer of numerous long memoranda is utterly fallacious, and cannot be proved, the memoranda to which I have already referred in my evidence covering practically everything of the nature suggested. Colonel Steel can produce no proof of statements in this regard contained in the first paragraph of his submission. The facts are, however, that a certain number of memoranda were necessary for two reasons: (a) because *the definite instructions of the Commission to the staff were that all matters the latter wished to have considered by the Board must be submitted in writing*; and (b) the utter inability of the Chairman to grasp at times the various factors and implications of matters brought before him unless first given opportunity to digest them from a prepared statement. By summing up the situation in writing for him, he was enabled to acquaint himself, to the point of semi-possibility, in discussing situations which otherwise would have left him floundering about. Even at that, one often sat in trepidation with him during interviews, for fear his lack of knowledge and understanding would precipitate difficulties.

10. That the unsupported allegations against my executive ability are not only without foundation, but that the Radio Commission has not demonstrated in the past its competency to pass judgment on such a matter.

In over twenty years of business experience, constantly involving executive work, up to the time I was loaned to the Radio Commission, I never sought a position. In every case, the job sought me. I never made a move except at an increased salary (my only decrease, that with the C.N.R. two years ago, was in keeping with general reductions throughout the entire Company). For the last ten years, in various important positions, I believe I am correct in saying that I have consistently earned and received from one-third to one-half more annually than either the Chairman of the Radio Commission or the technical member. Apropos of the above, see the attached unsolicited letters (Exhibit B.) from Mr. W. D. Robb, formerly Vice-President, Canadian National Railways, the Honourable C. A. Dunning, etc.

11. That the charge that the Commission found it impossible to control my actions in regard to program expenditures is false. On the contrary, the Chairman deliberately overrode my efforts to confine such to reasonable limits, e.g., by agreeing to pay to the Toronto Symphony Orchestra \$1,500 each for a series of six concerts, in spite of my best efforts to protect the Commission and equalize payments, that this caused much dissatisfaction in Montreal, where the Montreal orchestra, under an arrangement completed at the same time by me, received about \$900, and other orchestras less. The Toronto Symphony Orchestra was engaged by me while I was with the Canadian National for \$863.00 each for a series of twenty-five concerts. Though there were some slight variations in it, in 1933, these would not have justified an increase of more than \$100.00 to \$150.00. *See my letter to the Toronto Symphony Orchestra Association and my memorandum to Mr. Charlesworth on the Commission's files dated early in January 1933*, which deals with this in detail. The above also further substantiates my statement appearing below under No. 15, in regard to assistance and advice from the Chairman.

12. That the charge of unanswered correspondence is grossly incorrect and unfair. While under the conditions I was obliged to carry on, letters occasionally had to stand over, mainly because of lack of stenographic help, there was never any delay worth speaking of, and certainly no more with me than with the Commissioners themselves. But on this question I submit for the information of the Committee the opinion of a gentleman of unquestioned reputation. I refer to Professor E. A. Corbett, Director of Extension of Alberta University.



and Director of CKUA, a non-commercial station which the University owns and uses for educational work. Dr. Corbett, who is one of the best versed men on radio in Canada, told me several months ago, and again recently, that while he was dealing with me on the Commission there was never any difficulty in getting replies promptly to wires or letters. In a letter to me on November 24th, 1933, he said:

Our experience with the Commission has been anything but happy. To begin with, it is impossible to get replies to either wires or letters. We put in a line to our station from CJCA and were given permission to carry the CRC programs. Our plan was to pick out the best of them to use as a sort of back-log and around these to build our own programs. We had our notices out and our station rebuilt to conform with the Commission's regulations and when we were already to go we received a wire from Steel to say that we could not carry any of the Commission's programs. I wired and wrote asking them to reconsider the decision and make an exception in our case as we are not a commercial station. Finally I got a reply to the effect that the decision was final, so we had to take out our line and build our own programs. I have not been able to get an answer to letters or wires about such matters as inter-University debates. What will probably happen will be a wire on Wednesday some week asking for a debate to take place on Thursday evening.

Again in a letter to me on February 9th, 1934, Dr. Corbett says:

Just a week or so before Colonel Steel arrived (January, 1934) Dr. Wallace (President of Alberta University) had a letter from him beginning: "Referring to your letter of December 23rd, 1933, etc.". Dr. Wallace had not written the Commission at all in 1933, but on December 23rd, 1932, had written a letter which you will remember, suggesting that CKUA be used as key station in Edmonton, or, failing that, that we come to some arrangement about carrying sustaining programs, etc. Colonel Steel's letter referred to one written thirteen months before, and solemnly dealt with the proposals, in all of which we had lost interest, as we had made our plans and had succeeded in building up a very satisfactory network of Alberta stations. When I reminded Steel of the general delinquency about answering letters, he scarcely knew what to say. We have had no success in dealing with the Commission so far as this work of ours is concerned, but I must say that since Bushnell came on, we can at least get answers to wires and letters.

13. That the Commission admits the charge in my former submission, namely, that during seven months my staff was confined to one stenographer, a perfectly indefensible situation, while during the same period the Commission secured the appointment of several officials at substantial salaries. Their suggestion that continuities occasionally were delayed is correct, though this happened very few times, and only because in the early stages of the Commission's work it was unsafe to leave announcements and continuities to sundry free lances, so without help I had to prepare or check them myself, even though it frequently meant working half the night.

14. That the statement that I did not impart any information to Mr. Charlesworth which he did not already know, hardly needs answering. Why did he consult me about everything until the return of Colonel Steel? The truth is that Mr. Charlesworth knew nothing whatsoever about broadcasting when he was appointed, and knows little more now. It is his lack of knowledge and his incapacity to disentangle in his mind the complexities of the various problems with which he has to deal from day to day which has constituted,

and still constitutes, one of the main difficulties at the bottom of the Commission's troubles.

15. That the Commission's statement (page 540) that I constantly had the assistance and advice of the Chairman with programs is without foundation. Whatever knowledge Mr. Charlesworth had of music and the drama generally—and I would not attempt to discount it in the slightest—he was amazingly uninformed in the application of these arts to radio. He had no idea whatsoever of the vast amount of careful work involved in successful radio production. This probably partly explains his entire indifference to granting me staff with which to work, as repeatedly and urgently requested. He seemed to think good radio programs were produced with little preparation or effort. The most casual observation of the methods of the great American networks or the British Broadcasting Corporation would have shown him otherwise.

The above also appertains to the Commission's misstatement that nearly all the programs referred to in my memorandum (page 446) had been originally submitted by the Chairman. In only one instance—The Hour of Repose—was that so, and the proposal did not originate with him at all, but with a prominent Toronto citizen. I have already shown how these programs originated, and the straining of the Commission to deprive me of credit in order to take it for themselves is exactly on a par with the same effort in regard to the 1932 Christmas broadcast.

16. That the straining of the Commissioners to claim some credit for the success of the 1932 Christmas broadcast is pathetic, and their statements incorrect. As I have already shown, Colonel Steel was not in London on December 1st, as stated, and there was little or nothing he could or did contribute. Moreover, while the Chairman acted as broadcaster at Toronto on Christmas Day, he should have known better than to have done so, a fact I felt too diffident to tell him. His delivery was bad and let down the tempo of the Canadian end of the broadcast. There were various adverse comments on it; one critic, taking his cue from the references to the electrical appliances in the continuity, suggested that there also should have been an electric muzzle.

17. That if Mr. Charlesworth found himself embarrassed on some visits to Toronto by things not done which he had promised, it was because his very lack of knowledge of the complexities of the situations he was constantly meeting led him to lightly make promises which, owing to long-established principles or practices, could not be fulfilled without subjecting the Commission to embarrassment. He has not yet got over doing such things, and only a few weeks ago, I understand, committed a typical blunder by agreeing with the President of the Toronto Musicians' Union to pay a stand-by Union violonist while a promising young boy, whom the Commission was featuring, performed. Finally, after a furor and numerous long distance calls to sundry people and places, totalling many dollars, combined with not a little ill-temper and unparliamentary language on the part of his fellow Commissioners, he has shown the error of his ways.

18. That the reiteration by the Commission of a mass of generalities, already covered in its annual report, about the quantity of its programs is no answer to my charges numbers 11, 15, 20, 21 and 22 (pages 461-2). At no time did I suggest that the quantity of Commission programs was inadequate. On the contrary, my contention is that it is the quality of its own productions, not the number, which is so seriously at fault. If the Commission had co-operated with local stations it could have saved itself much of this effort and concentrated on fewer and better programmes.

In regard to No. 11 (page 461) I might add that only within the last few weeks a petition signed by many of the most outstanding musicians in Toronto,

together with a large number of members of the Arts and Letters Club in that city, complaining bitterly that the present program set-up is quite unqualified and asking that a staff of different calibre be provided in that city, has been brought before the Commission, all of which bears out my contention under the above heading.

19. That the Commission, by its failure to answer my charges numbers 13, 18, 19, 24 and practically all of 7 (pages 461-2) dealing with audition practices, educational broadcasts, suppression of opinion, politics, and notably its series of blunders on commercial broadcasting, in effect admits their correctness.

20. That the Commission's involved, repetitive statement covering eight pages, dealing with the Shediak broadcast, consists mainly of camouflage mixed with inaccuracies. I have already shown this to be true regarding the statements attributed to Mr. Fripp.

The crucial statement of the Commission regarding this broadcast is: "The choice of Shediak was definitely made on June 9th, and if Mr. Weir had taken the trouble to walk down the hall and inquire of the Chairman when the Columbia Broadcasting system first 'phoned him, he could have ascertained that fact."

While the Commission may have chosen Shediak on June 9th, that choice was predicated entirely upon the feasibility of broadcasting from there. On that day Mr. Dupont was instructed by Mr. Maher to ascertain whether such was feasible by inquiring as to whether circuits were available from Moncton to Shediak. Mr. Dupont found, after several long distance calls and exhaustive inquiries, some of which I heard him make and which can be verified, that no lines were available. This very point is admitted in the Commission's statement (page 554) in these words: "All three Commissioners were, however, apprehensive of the difficulties involved in view of the lack of broadcasting facilities at Shediak."

It was on definite information resulting from these inquiries and furnished to me by Mr. Dupont *that the broadcast would be from Montreal and not from Shediak*, that my wire of June 17th to Columbia was based. My advise to Mr. Dupont on two separate occasions about Columbia's request was *definite and explicit*, not casual as suggested, and his promises to follow it up were equally definite. Moreover, what group of Commissioners with any practical sense, having decided on a great broadcast and that broadcast imminent, would not have acquainted their staff *at once* with their decision, instead of expecting the staff to run about the halls or pick up information by chance? Why should I walk down the hall to ask the Chairman, when I heard Mr. Dupont in the next office ascertain and later advise the Commission that there were no lines to Shediak?

Though I did not personally tell any of the Commissioners of Columbia's request, I did tell the man in charge of programs in the area where the broadcast originated; I did tell Mr. Lowman, of Columbia, that Mr. Dupont would have to be consulted, as he was in charge of that area; and I forwarded in the usual office routine Columbia's letter to Mr. Maher. If that letter did not reach his desk, I claim it was not my fault, nor do I believe for one moment that it was found on my desk, because before I left the office on June 30th, for two weeks' vacation, I cleared my desk. If the filing and communication system of the office was such that this letter got marooned in the files or on someone else's desk, where I believe it was actually found, that was not my fault, but attributable to faulty organization or carelessness for which I was made the goat.

On page 547 of the Commission's submission it is said that my statement regarding the broadcast at Shediak is false, is a story built up on assumptions, that I had no opportunity to gather the facts. I want to reiterate that the situa-



tion as outlined at Shediac represents the actualities of the case, and I challenge their investigation. My statements regarding lack of information to the Columbia Broadcasting System and its efforts to secure such were obtained from a visit to its offices in New York. My statements that it was found impracticable to broadcast short wave from an aeroplane, that there was but a single telephone line instead of proper broadcasting circuits to Moncton, and other features of this statement can be readily verified. Colonel Steel's effort to dismiss this by a broad statement is on a par with that attributed to Major Murray.

21. That the Commission has not answered my charges numbers 8, 9, and 10, that it has discouraged initiative among local stations, that it took over from private stations a flock of programs and paid these same stations to broadcast what had previously cost them money to produce, thereby spending a substantial amount which might have been saved, and that its policy of refusing to transmit and give credit on the air to the creations of local stations, thus encouraging competition and self help among them, is fundamentally wrong and wasteful.

22. That the state of Colonel Steel in connection with wire line negotiations, namely, that it was necessary to take these out of my hands *late in March, 1933*, and that even after that I continued to negotiate with the Western telephone interests, to the embarrassment of the Commission, is on a par with his other misrepresentations and date-mixing. I have no desire to discuss any details of the quotations of the various companies, although I could easily do so. Suffice it to say that the Western telephone case was submitted on February 17th, and, as already stated, all the information gathered was very shortly afterwards turned over to Colonel Steel, and *I had no further negotiations with any of them after that*. The last statement can readily be confirmed by reference to Mr. J. E. Lowry, of the Manitoba Government Telephones, who was the spokesman for the Western interests.

23. That while admitting the Commission may have carried out more tests on transatlantic transmission than I gave them credit for, it is nevertheless true, as listed under Number 14, page 461, and supported by chapter and verse, that there were a great many notable international broadcasts available which they might have carried at little cost.

In this connection, I was the prime mover in introducing to the Commission the Blattnerphone, a steel tape recording device extensively used by BBC. A large percentage of the BBC short wave broadcasts received in this country after seven p.m. are Blattnerphone recordings of programs broadcast in Great Britain earlier in the day. The possibilities of this apparatus are unlimited and it opens up an avenue the Commission has so far failed almost completely to explore. That I took the initiative in introducing it here can be verified from my cables to Colonel Steel in London in December, 1932.

Apropos of transatlantic pick-ups, the one point in Canada most successful in this regard has been Halifax, where CHNS has carried on much useful work and many successful rebroadcasts. Here was a promising field for co-operation in experimental development.

24. That the reply of the Commission to Number 10 of my recommendations, to the effect that the appointment of Advisory Councils and the General Council is not its business but is in the hands of the Privy Council, though technically correct, is largely an evasion. I personally drafted at the end of June, at Colonel Steel's request, a letter to go from the Prime Minister to Premier Harrington of Nova Scotia (a letter commended by Colonel Steel as being as good as if he had written it himself, if he had had time) outlining the prospective duties of Provincial Commissioners and Councils. I understand letters also went to other Premiers. In my opinion, the chief reason for the non-appointment of these bodies was that the Commissioners believed they would be a nuisance, a bunch of busybodies interfering with their freedom of

action, and perhaps making awkward inquiries as to their operations and the whys and wherefores of too many things. I challenge the Commission to demonstrate that it ever did anything to recommend to the Government that effect should be given to that part of the Radio Broadcasting Act.

There remains but little else to answer, and at the risk of missing something, I merely summarize the remainder. The suggestions of Colonel Steel that he found it extremely difficult to get along with me and that I gave him to understand I was the real head of the Commission, I leave to those who know Colonel Steel and myself. They can draw their own conclusions as to which of us was most likely to so express himself.

The statement that I was in receipt of constant requests and urgings from the Chairman is utterly false. He did no such thing, and one very good reason for this was that he agreed until reduced transmission rates came into effect, that the cost of transmitting programs over national or extended regional networks was too great for much expansion. (Up to the end of March, 1933, national broadcasts averaged about \$1,000 each for transmission, and so far as I was aware then this also held through April.)

The only repeated requests Mr. Charlesworth ever made to me, and he did so two or probably three times, was that it might not be amiss on my part if I consulted Colonel Steel more frequently about my work, as the latter seemed to feel I deferred too much to the Chairman himself and not enough to the Colonel. I expressed readiness to do this, if it would help matters, even though there was nothing in connection with programs that Colonel Steel could contribute. However, at that time he was always very difficult to see.

The suggestion that my letter to Mr. Charlesworth of June 23rd, 1933, when I placed on record a resume of my relations with the Commission was deliberately delayed is wrong. The truth is that it was only after several days that I decided to write it, and owing to lack of stenographic help I could not get it finished before he left.

One statement by the Chairman I particularly resent is his reference to one of my staff recommendations being meddlesome and incompetent. The person thus recommended is one of the most outstandingly brilliant, practical and experienced program producers in this country, a person of scholastic and cultural attainments infinitely superior to himself or indeed any one on the Commission staff, and not meriting in the faintest degree such approbrium.

On page 555 Colonel Steel suggests that my statement regarding five different persons dealing with the wire companies was contrary to instructions. What I meant was that five different persons were ordering circuits for routing various programs, instead of all dealing through one individual.

The Commission suggests that I must have learned of its division of duties from visits to the Chairman's home. What a method of acquainting the staff with their decisions!

On the question of the basis of wire service, I cannot agree with Colonel Steel that the arrangement is exactly as I suggested, though he seems to think so. Four or four and one-half hours a day between six and midnight with the transmission companies subletting direct to commercial advertisers is not what I had in mind, but a substantially different arrangement.

I have but little more to add. I think it was Job who said: "Would that mine enemy might write a book." When the Radio Commission writes a memorandum it lays itself as wide open as the Chairman of the Commission does when he makes a speech, such as that in Montreal when he classed all the mistakes of the Commission as existing only in the heads of the "muddle-headed press."

On page 556 the statement is made by Colonel Steel that the program arrangements are now exactly as they were when I protested against their division. That is correct. In other words, the Commission resumed the position which I maintained so strongly in my memorandum of March 13th should hold.

It took a little while to reach this point, namely, to May 17th, when Mr. Maher actively took over the work which I was supposed to have carried on months before, and would have carried on had I been given any support. The interim (February to May), during the latter part of which the Chairman was nominally Director of Programs, was a hiatus when there was endless confusion. The assumption by Mr. Maher of program direction meant one person in charge, with two others under him. It was the manner in which this whole thing was brought about that resulted in my belief that I was jockeyed out of my position.

Finally, I leave to your judgment as to whether throughout these presentations I have shown knowledge and understanding of Canadian broadcasting; whether that evidence has been presented in an efficient and comprehensive manner. I also leave to your judgment as to whether the Commission's method of discontinuing my services was in keeping with either the practice of intelligent business concerns or any other branch of the Government service. It could not have happened under the Civil Service. What business concern would not have discussed such a question dispassionately and severed relations on some mutually agreeable basis? That could easily have been arranged. Instead of that, the two junior members, in the absence of the Chairman and without telling him anything about their intentions and without a word of intimation to me, wrote a letter which was delivered during my absence. This whole affair has been characterized by a leading professor in one of our universities as "so cruel and underhanded that one can only be amazed that a group of decent people would be guilty of it," and by one of Canada's greatest editors as "a shocking illustration of the inside politics which go on within Government departments and Commissions."

But not content with all the Commission had done, and fearing exposure in the press, the Chairman, in order to forestal criticism so far forgot himself as to write to an outstanding figure in Canadian public life a letter which, in my opinion, constitutes libel. I may say that I have given a great deal of consideration to taking legal action against the Chairman of the Canadian Radio Broadcasting Commission, but decided to at least await the conclusion of the hearings of this Committee before giving further consideration thereto. I believe justice decrees that such action should be taken against one who, while holding a position of such potential influence and trust in the life of this country stoops to such tactics.

Surely nothing more is needed to demonstrate the stupidity and irresponsibility of the present Radio Commission and indeed the unworkability of the present set-up. That something more flexible, more genuinely ready to co-operate with existing agencies and more closely in touch with and responsive to public opinion must take its place is apparent. I submit again that the type of organization I have already suggested is most likely to secure this result and still conserve in some reasonable degree the main advantages of public service broadcasting.

Yours faithfully,

E. A. WEIR.



## EXHIBIT "A"

On reading that part of Colonel Steel's evidence alluded to above, I cabled Major Murray on May 31st as follows:

Replying tonight to my brief before Parliamentary Committee Steel stated (quote) during the period Major Murray of the British Broadcasting Corporation was in Canada advising the Commission in connection with our organization the case of Mr. Weir was discussed he advised the Commission to put Mr. Maher in charge of programs stating as his reason the fact that he knew of Mr. Weir's inability to get things done when he was in charge of the Canadian National Radio Department. He stated that Mr. Weir had been in England on several occasions to see the BBC in connection with dramatic productions and other programs and Major Murray had found the same characteristics and lack of initiative that characterized his work in Canada for the Commission. Major Murray stated that he was convinced that we would eventually have to remove him completely from the programs department (unquote) Please confirm or deny immediately Chateau Ottawa as presenting written rebuttal day or two.

I received a reply on June 1st from Major Murray, reading as follows:

Considered recommendations for Canadian Broadcasting contained in survey of last July (STOP) Commission organized before I reached Canada (STOP) I was consulted by Commission only on finance, relations with Parliament, publications and division of responsibility between Commissioners (STOP) As emphasized in survey I was strongly opposed combining Board and executive functions as then done (STOP) If however this combination was to continue I thought Maher should concentrate on programs, Steel on engineering and business (STOP) Staff personalities not my business but I presumed Commission would endeavour retain your experienced services in responsible executive capacity and if I had been asked would have so recommended. MURRAY.

## EXHIBIT " B "

CANADIAN NATIONAL RAILWAYS

May 7, 1931.

MY DEAR MR. WEIR:—

Before I relinquish office, inasmuch as our official connections have been severed, allow me to express to you my deep appreciation of the loyal, efficient service which you have given me since your connection with the Canadian National Railways, and your association with me in the Department Overseas as well as here in the Radio Department. Your advice and helpfulness have been of great assistance to me at all times; therefore I feel that I could not allow this opportunity to pass without conveying to you my regret at parting from an officer who has served so loyally and faithfully not only myself, but the Canadian National Railways.

I will watch with interest your future success and the progress you make in the department with which you are connected, and you can rest assured that you will always have my very best wishes.

It will be a joy to me to meet you from time to time and to welcome you to my home whenever you desire to visit me.

Believe me,

Yours faithfully,

(Signed) W. D. ROBB,  
*Vice-President.*

E. A. WEIR, Esquire,  
Director of Radio.

## EXHIBIT "C"

OFFICE OF THE MINISTER OF RAILWAYS AND CANALS,

OTTAWA, CANADA, March 7th, 1928.

DEAR MR. WEIR:—

I have heard so many pleasing things regarding your management of the recent farmers' tour in England that I feel I should pass some of them on to you. I know that the work in connection with it must have been very difficult, and you are no doubt tired after the strenuous months you have put in, but possibly to know that your efforts were appreciated to a marked degree will be some slight reward.

Those to whom I have spoken told me that it was the best managed affair with which they had had anything to do, and they were particularly loud in their praise of your ability to keep everyone satisfied. It is not an easy thing to handle seventy or more people and keep them all pleased, but apparently you succeeded in doing this.

They said, too, that they appreciated the spirit which caused you to give credit to your superior officers but that none of them were ever in doubt for a moment as to who was the presiding genius of the trip.

I am dropping Sir Henry Thornton a line to-day telling him of the impression you made on the members of the tour, as I know he always likes to be advised when any of his officials handle any particular matter with conspicuous success.

With very kindest regards and good wishes,

Yours sincerely,

(Signed) CHAS. A. DUNNING.

E. A. WEIR, Esquire.

Anticipating just such attacks as have been made in the Commission's reply, I wrote a few days ago to Dr. W. J. Black, Director of Colonization and Agriculture, Canadian National Railways, and a former chief of mine for many years, pointing out the possibility of allegations being made against my efficiency. I received from him by return the following wire: "Your letter twenty second just received. Shall be glad to appear before Radio Committee to testify regarding your connection my Department and railway any time desired."

I could cite numerous other commendatory references from men in both Eastern and Western Canada whose business experience, compared to that of the members of the Radio Commission, is as a mountain to a molehill.



## EXHIBIT " D "

OTTAWA, June 5, 1934.

Mr. E. A. WEIR,  
Chateau Laurier,  
Ottawa.

DEAR MR. WEIR:—

My attention has been called to a statement attributed to me by the Canadian Radio Broadcasting Commission on May 31 in reply to your evidence before the Parliamentary Radio Committee on May 18.

Referring to your summary of the hearing before the Commission, which I certified to as a fair and accurate account, the Commission states: "The memorandum also neglects to state that Mr. Weir hesitated and tried to deny that he had written the letter to the Columbia Broadcasting System until he was rebuked by Mr. Fripp and compelled to admit that the initials on the copy of the letter were his.

The memorandum also leaves out the fact that in his summing up Mr. Fripp stated that his client had been "officious and foolish," had attempted to "abuse his powers" and that the Commission had ample justification for indignation at what Mr. Weir had done. Mr. Fripp in admitting this made a plea for compassion.

I have no recollection whatsoever of making any such statement. "Officious" is a word I almost never use. As to attempting to abuse your powers, the statement I certified to said clearly that though you might have exceeded your authority to some extent I was sure there was no intention to assume such authority. I think it must be clear to anyone that under the circumstances I would hardly be likely to admit that the Commission had ample justification for indignation, nor did I do so. Neither did I make a plea for compassion beyond suggesting that the action of the Commission, I felt, had been unduly summary and drastic.

I remember asking you the following day, when you brought the statement to me for certification, whether you had prepared it all yourself and remarking, when you told me you had, that you had a remarkably good memory.

Yours faithfully,

(Signed) A. E. FRIPP.







SESSION 1934  
HOUSE OF COMMONS  

---

SPECIAL COMMITTEE  
ON THE  
OPERATIONS OF THE COMMISSION  
UNDER THE  
CANADIAN RADIO BROADCASTING ACT, 1932  
(AS AMENDED)

---

No. 15

---

FRIDAY, JUNE 29, 1934

---

SECOND AND FINAL REPORT  
also containing

List of Members of the Committee; Orders of Reference, and First Report; also, lists of Witnesses; Telegrams and Letters read into Minutes of Evidence; Briefs submitted without personal appearance of Witness, and pages where above is found; also, list of Letters and Papers filed and not printed.

## MEMBERS OF THE COMMITTEE

Hon. R. D. MORAND, *Chairman*

Mr. T. F. Ahearn,

Mr. W. A. Beynon,

Hon. P. J. A. Cardin,

Mr. O. Gagnon,

Mr. E. J. Garland,

Mr. W. C. S. McLure,

Mr. R. McKenzie,

Mr. D. McK. Wright.

E. L. MORRIS,

*Clerk of the Committee.*

## ORDERS OF REFERENCE

HOUSE OF COMMONS,

FRIDAY, February 16, 1934.

*Resolved*,—That a Select Special Committee of nine members of the House, to be hereinafter named, be appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended at the last session of Parliament, to advise and recommend what, if any, changes should be effected in the existing system of radio broadcasting, and whether the said statutes should be amended, in whole or in part, and what, if any, additions should be made thereto, the said Committee to have power to send for persons, papers and records, and to examine witnesses, and to report from time to time to this House.

Attest.

ARTHUR BEAUCHESNE,  
*Clerk of the House.*

---

MONDAY, March 5, 1934.

*Ordered*,—That Messrs. Ahearn, Beynon, Cardin, Gagnon, Garland (*Bow River*), McLure, McKenzie (*Assiniboia*), Morand, and Wright, do constitute the Select Special Committee of this House pursuant to the motion adopted on the 16th day of February, 1934, to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended at the last session of Parliament, etc., to have power to send for persons, papers and records, and to examine witnesses, and to report from time to time to this House.

Attest.

ARTHUR BEAUCHESNE,  
*Clerk of the House.*

---

MONDAY, March 19, 1934.

*Ordered*,—That the said Committee be empowered to print 700 copies in the English language and 300 copies in the French language of its day to day proceedings and evidence which may be taken, for the use of the Committee and for distribution to the Members of the Senate and House of Commons; and that Standing Order 64 be suspended in relation thereto.

*Ordered*,—That the said Committee be empowered to sit while the House is in session.

Attest.

ARTHUR BEAUCHESNE,  
*Clerk of the House.*





## REPORTS OF THE COMMITTEE

FRIDAY, March 16, 1934.

The Select Special Committee appointed to inquire into and report upon the operations of the Commission under the Canadian Radio Broadcasting Act, 1932, as amended at the last session of Parliament, begs leave to present the following as a

### FIRST REPORT

Your Committee recommends that it be empowered to print 700 copies in the English language and 300 copies in the French language of its day to day proceedings and evidence which may be taken, for the use of the Committee and for distribution to the Members of the Senate and House of Commons; and that Standing Order 64 be suspended in relation thereto.

Your Committee further recommends that it be empowered to sit while the House is in session.

All of which is respectfully submitted.

R. D. MORAND,  
*Chairman.*

---

OTTAWA, ONTARIO, FRIDAY, June 28, 1934.

The Special Committee appointed to inquire into and report upon the operations of the Commission, under the Canadian Radio Broadcasting Act, as amended at the last Session of Parliament, has the honour to present the following as a

### SECOND AND FINAL REPORT

Your committee held twenty (20) sessions and heard thirty-seven (37) witnesses, including five (5) Members of Parliament, and, after reviewing the evidence, it has been made apparent to your committee that the establishing of national broadcasting in Canada presents many difficulties, for the correction of which time, experience and large expenditure of public money will be necessary.

Your committee therefore recommends:—

- (1) That in view of evidence given before this committee, the Government should, during the recess, consider the advisability of amending the Act, with a view to securing better broadcasting facilities throughout the Dominion. In the opinion of your committee, radio broadcasting could best be conducted by a general manager.
- (2) That the collection of the fees for radio licences should be simplified and that one licence fee should cover only one receiving set.
- (3) That the provision of the Act dealing with advertising should be more liberally interpreted.

- (4) That a greater use of electrical transcriptions be permitted.
- (5) That, pending nationalization of all stations, greater co-operation should be established between privately-owned stations and the Commission.
- (6) That Chapter 35 of the Statutes of Canada for 1933, which expired on the 3rd of April, 1934, be renewed until the 31st day of March, 1935.

A copy of the Minutes of Proceedings and Minutes of Evidence adduced before your committee, together with papers, relative thereto, filed by witnesses, is hereto appended for the information of the House.

All of which is respectfully submitted.

R. D. MORAND,  
*Chairman.*

Second and Final Report concurred in, Friday, June 29, 1934.



## LIST OF WITNESSES, OFFICIAL POSITION OR RESIDENCE, AND PAGES WHERE EVIDENCE OF EACH IS FOUND

- ASHCROFT, R. W., President, Dominion Broadcasters' Association, Toronto: 51-57 incl., 76-87 incl.
- BARBER, H. J., M.P. (Fraser Valley, B.C.): 490.
- BERLINER, H. S., President, Compo Company, Montreal: 434.
- BLAND, C. H., Civil Service Commissioner, Ottawa: 527-535 incl., 569-70.
- BRADETTE, J. A., M.P. (Timiskaming North): 485-489 incl.
- BUCHANAN, H. C., Moose Jaw, Sask., representing Moose Jaw Radio Association, and Radio Station CHAB, 87-139 incl., 286-289 incl., 403-421 incl.
- BURFORD, W. T., Ottawa, Secretary, All Canadian Congress of Labour: 385-402 incl.
- BUSHNELL, E. L., Director of Programmes, Canadian Radio Commission: 57-70 incl., 278-286 incl.
- CAMPBELL, W. S., Manager, Transportation and Customs Dept., Canadian General Electric Company: 142-164 incl.
- CHARLESWORTH, HECTOR, Chairman, Canadian Radio Commission, Ottawa: 2-13 incl., 23-42 incl., 234, 245-264 incl., 323-327 incl.
- DENTON, FRANK, Radio Instruction, National Council of Education, Toronto: 376-380 incl.
- DUNLOP, W. J., Director of University Extension and Publicity, Toronto University, Toronto: 291-295 incl.
- EDWARDS, COMMANDER C. P., Director of Radio Department of Marine, Ottawa: 150-167 incl.
- FORBES, ROY A., Manager, Victor Talking Machine Company, Montreal: 428-434 incl.
- GELDERT, DR. G. M., owner of Radio Station CKCO, Ottawa: 481-483 incl., 559-567 incl.
- GOODERHAM, HENRY, Manager, Radio Station CKOL, Toronto: 370-376 incl.
- GRIER, G. ARTHUR, Montreal, representing personal views: 227-238 incl.
- HOWARD, D. L., Assistant to General Manager of Communications, C.P.R., representing C.P.R. and C.N.R. Radio Transmission Lines: 509-520 incl.
- HUNTER, JAMES, Radio Editor, Toronto Telegram, Toronto: 185-204 incl.
- JOHNSON, ERNEST, Secretary, Toronto Musical Protective Association, Toronto: 209.
- LANDRY, LT.-COL. R. P., Secretary, Canadian Radio Commission, Ottawa: 537-559 incl.
- MAHER, THOMAS, Vice-Chairman, Canadian Radio Commission, Ottawa: 177-181 incl., 213, 222, 223, 225.
- MONTPETIT, DR. EDOUARD, University of Montreal, Montreal: 295-300 incl.
- MOORE, TOM, President, Trades and Labour Congress, Ottawa: 238-245 incl.
- MORRIS, PHILIP, London Free Press Radio Station CFPL, London, Ont.: 380-383 incl.
- MURDOCH, W. M., President, Toronto Musical Protective Association, Toronto: 207-214 incl., 218-226 incl.
- PASMORE, C. M., Campbell-Ewald Advertising Agency, Toronto: 300-321 incl.
- PLUNKETT, D'A. B., M.P. (Victoria, B.C.): 327-332 incl.
- ROBERTSON, N. S., Solicitor, Toronto Musical Protective Association, Toronto: 204-214 incl., 216-17, 220, 222-224 incl.
- SEDGWICK, HARRY, Manager, Radio Station CFRB, Toronto: 333-370 incl.
- SELLAR WATSON, Comptroller of the Treasury, Department of Finance, Ottawa: 520-527 incl.
- STEEL, LT.-COL. W. A., Commissioner, Radio Commission, Ottawa: 13-21 incl., 41-49 incl., 70-74 incl., 182, 264-278 incl.
- STIRLING, GROTE, M.P. (Yale, B.C.), 490-493 incl.
- TURNBULL, F. W., M.P. (Regina), 494-508 incl.
- VANDRY, ERNEST, "Vandry's Incorp.", Quebec, P.Q., Radio Station CKCV, 167-176 incl., 183-84.
- WALSH, J. E., General Manager, Canadian Manufacturers Association, Toronto: 141.
- WEIR, E. A., formerly employed with C.N.R., and with Radio Commission in radio broadcasting: 434-481 incl., 570-582 incl.

TELEGRAMS AND LETTERS READ INTO THE MINUTES OF EVIDENCE

	PAGE
<i>By Chairman:</i>	
Telegram from Station CKPC, Brantford, Ont.....	54
“ “ “ CHNC, New Carlisle, Que.....	53
“ “ “ CKAC, Montreal, Que.....	54
“ “ “ CJCJ, Calgary, Alta.....	54
“ “ “ CKY, Winnipeg, Man.....	54
“ “ “ CHNS, Halifax, N.S. (via Montreal).....	54
“ “ “ CFNB, Fredericton, N.B.....	55
“ “ “ CFBO, Saint John, N.B.....	55
“ “ Stations CKLW and CFPL, London, Ont.....	55
Letter from Canadian National Carbon Co., Ltd., Toronto.....	53
<i>By Mr. Beynon, Chairman, Sub-committee on agenda:</i>	
Telegram from Station CKCK, Regina, Sask.....	55
“ “ “ CKBI, Prince Albert, Sask.....	55
“ “ “ CJOC, Lethbridge, Alta.....	55
“ “ “ CFAC, Calgary, Alta.....	55
“ “ “ CHRC, Quebec, P.Q.....	55
Letter from Canadian Marconi Co. (CFCF), Montreal, Que.....	55
“ “ Jas. Richardson & Sons, Winnipeg (Stations CJRC and CJRM)...	56
Information re Stations CJOR, CKWX, CKMO, CKCD and CKFC, Vancouver, B.C.....	56
<i>By Chairman:</i>	
Letter from Mr. R. W. Ashcroft to Chairman of the Committee, respecting stations in his association, dated March 26.....	76
Telegram from Stn. CKPC, Brantford.....	77
“ “ C. T. Thomas, London <i>Free Press</i> , Stn. CKLW.....	77
Letter from CFCH, North Bay, referring to Stns. CKGB, Timmins, and CJKL, Kirkland Lake, coming before Committee.....	77
<i>By H. C. Buchanan, letters submitted from organizations and persons in Saskatchewan, as follows:—</i>	
Rosetown Board of Trade, dated April 5.....	94
W. E. Box, Outlook, Sask., dated April 6.....	95
Request, with a number of signatures, from Moose Jaw, Sask.....	95
Walter Lawrence Jay Gould.....	95-97 incl.
Mr. and Mrs. J. Hargreaves, Regina, Sask., dated April 3.....	98
Mrs. T. Jackson, Moose Jaw, Sask., dated April 4.....	98
Board of Trade, Hawarden, Sask., dated April 5 .....	98
The Wilcox Board of Trade, Wilcox, Sask., dated April 4.....	99
Loyal Orange Lodge 3088, Hanley, Sask., dated April 5.....	100
Shaunavon Board of Trade, Shaunavon, Sask., dated April 5.....	100
E. G. Butts, Moose Jaw, dated April 7.....	101
Board of Trade, Melville, dated April 6.....	102
Battleford Board of Trade, dated April 6.....	103
A. E. Martin, insurance, Moose Jaw, dated April 7.....	104
Regina Board of Trade, dated April 6.....	104-106 incl.
Request, with number of signatures, Moose Jaw, April 5.....	107
S. H. Coulthard, Moose Jaw, radio business, April 5.....	107-8
Charles Ball, Regina, dated April 5.....	109
E. C. Winchester, Regina, dated April 5.....	110
Frank Ellis, Moose Jaw, dated April 5.....	110
Ed. Bennett, Moose Jaw, dated April 4.....	111
James McDonough, Moose Jaw.....	111

	PAGE
Saskatoon Local No. 553, March, 1934.....	111-112
Mrs. W. Vermilyea, Regina, dated April 3.....	112
Questions and answers sent to Mr. G. S. Herringer, Maple Creek Chamber of Commerce .....	112-114 incl.
Letter from Mr. Wickens, K.C., President of Moose Jaw Radio Assn., to Mr. Charlesworth, October 29, 1932.....	407-8
Wire from M.J. Radio Assn. to Mr. Beynon, M.P., May 22.....	410
Letter from Assn. to Mr. Charlesworth, June 14.....	410
Wire to Radio Commission, October 2.....	412
Reply from Commission to wire sent, October 3.....	412
Letter from Col. Steel to Association (M.J.).....	413
<i>By Mr. Ernest Vandry, Vandry's Incorp., Quebec, witness:</i>	
Letter to Radio Commission, December 7, 1933.....	171
Letter from Commission to Mr. Vandry, in reply.....	172
<i>By Mr. C. M. Pasmore, Toronto, witness:</i>	
Extracts from letters received respecting radio reception in Saskatchewan; short portions read throughout pages 303 to 305 inclusive.	
<i>By Mr. Henry Gooderham, Toronto, witness:</i>	
Letters submitted as evidence in own case (Radio Station CKCL), as follows:—	
Jan. 24, letter from witness to Radio Commission.....	370
Feb. 7, letter from Mr. Charlesworth to witness.....	370
Feb. 12, letter from witness to Mr. Charlesworth.....	371
Feb. 17, letter from witness to Radio Commission.....	371
Feb. 24, letter from Mr. Charlesworth in reply to letter dated April 16.....	372
Feb. 26, letter from witness to Radio Commission.....	372
Feb. 27, letter from witness to Mr. Charlesworth.....	373
<i>By Mr. E. A. Weir, formerly employed with Radio Commission:</i>	
Letter from witness to Mr. Charlesworth, Nov. 12, 1932.....	435-38 incl.
“ “ Mr. W. D. Neill, C.P.C., Dec. 19, 1933.....	438-39
Memorandum from Mr. Charlesworth, April 5, 1933.....	441-43 incl.
“ “ Col. W. A. Steel, April 20, 1933.....	443-45 incl.
“ “ Mr. Charlesworth, May 16, 1933.....	446-48 incl.
Letter from Mr. Charlesworth to witness, July 6, 1933.....	453-4
“ “ Mr. Maher to witness, July 6, 1933.....	454
“ “ Mr. Charlesworth to Mr. Fripp, Aug. 24, 1933.....	457
<i>By Mr. Gagnon, M.P., member of the Committee:</i>	
Letter from Mr. W. J. Tupper, K.C., Winnipeg (re French language).....	504-5
<i>By Mr. Turnbull, M.P.:</i>	
Resolution of Sons of England Lodge No. 343, Prince Albert, Sask., re French language .....	505
<i>By Canadian Radio Broadcasting Commission (Col. Landry, Secretary), read into record:</i>	
Letter from Mr. H. B. Glover, Columbia, B.C., Corp. to Mr. Weir, June 27, 1933..	545
Reply from Mr. Weir to Mr. Glover, June 28.....	545
Wires re broadcast from Shediac, N.B. (Italian flyers).....	544
<i>By Dr. G. M. Geldert, Radio Station CKCO, Ottawa:</i>	
Letter from witness to Radio Commission, Sept. 15, 1933.....	561-64 incl.
“ “ Mr. Charlesworth to witness, Sept. 20, 1933.....	564-65
Resolution by Ottawa City Council re CKCO.....	565-66



	PAGE
<i>By Mr. E. A. Weir: (Exhibits "A", "B", "C" and "D")</i>	
Cable from Mr. Weir to Major Gladstone Murray, London, and reply thereto, May 31, 1934, and June 1, 1934, respectively.....	579
Letter from Mr. W. D. Robb, Vice-Pres., C.N.R., May 7, 1931.....	580
" " Hon. C. A. Dunning to Mr. Weir, March 7, 1928.....	581
Wire from Dr. W. J. Black, C.N.R., to Mr. Weir .....	581
Letter from Mr. Fripp, K.C., to Mr. Weir, June 5, 1934.....	582
<i>By Chairman:</i>	
Telegram from Mr. Berliner, President of Compo Company, Ltd., Lachine, Que..	427
Telegram from Mr. F. E. Clotworthy, Secretary, Association of Canadian Adver- tisers, Toronto .....	427

## BRIEFS SUBMITTED WITHOUT PERSONAL APPEARANCE OF WITNESSES

(By whom submitted and pages where found)

Mr. H. C. BUCHANAN, Moose Jaw, in reply to statement made by Radio Commission on Friday, April 30, 403-421 incl.

CANADIAN NEWSPAPER RADIO ASSOCIATION, with covering letter signed by Philip H. Morris, Secretary-Treasurer, 421-22.

CANADIAN RADIO COMMITTEE OF THE MUSICAL PROTECTIVE ASSN., signed by Messrs. McMaster, Montgomery, Fleury & Co. (Solicitors), 423-24.

CANADIAN RADIO LEAGUE, signed by Alan B. Plaunt, Toronto, Honorary Secretary of the League, May 3, 1934, 424-427 incl.

## LISTS, PAPERS OR LETTERS, FILED WITH THE COMMITTEE AND NOT PRINTED IN THE EVIDENCE

*By Mr. Charlesworth, Chairman, Radio Commission, Ottawa:*

Letter received from Radio Station CKPR, Fort William, Ont.

Letter received from National Broadcasting Co., New York.

*By Mr. E. L. Bushnell, Director of Programs, Radio Commission:*

"Program Schedule—Week of April 22, 1934"—Canadian Radio Commission.

*By Commander Edwards, Director of Radio Service, Marine Dept.:*

Dealers' Price List, Canadian Westinghouse Co., Ltd. (Radio Tubes).

*By Mr. Gagnon, M.P.:*

List of Letters and Petitions favourable to the French Language.

*By Mr. C. M. Pasmore, Campbell-Ewald Advertising Agency, Toronto:*

Large sheets, showing coverage of radio stations CJRM and CFQC, Saskatchewan, during hockey broadcasts, 1934.

*By Mr. Harry Sedgwick, Manager Radio Station CFRB, Toronto:*

"CFRB General Motors Hockey Broadcasts; audience response during two weeks ending January 27, 1934;" and

"Ontario Farm Products Report; response for week ending Jan. 20, 1934."

*By Lt.-Col. W. A. Steel, Radio Commission, Ottawa:*

"Program Time Schedule." Canadian Radio Commission.

"Day and Night Frequency Table 'E'."

"Comparison of studios and equipment of Radio Stations CJRM and CHAB, Moose Jaw, Sask.

Letter from Col. Steel to Mr. Finlayson, Prime Minister's Office, respecting Moose Jaw Amateur Radio Association station.

*By the Committee:*

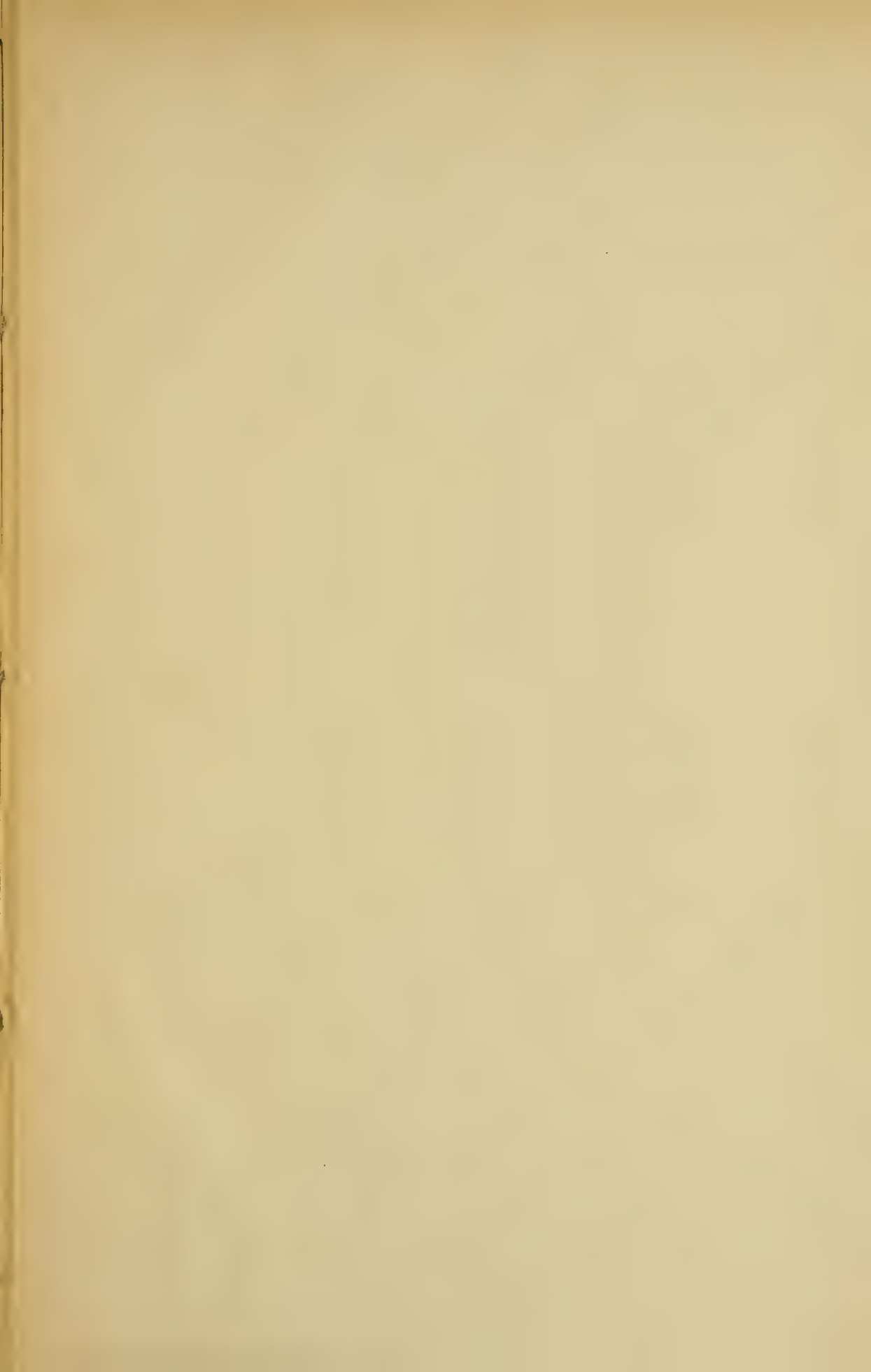
"National Radio in Canada." Report by Major Gladstone Murray, Director of Public Relations, British Broadcasting Corporation, dated July 25, 1933.





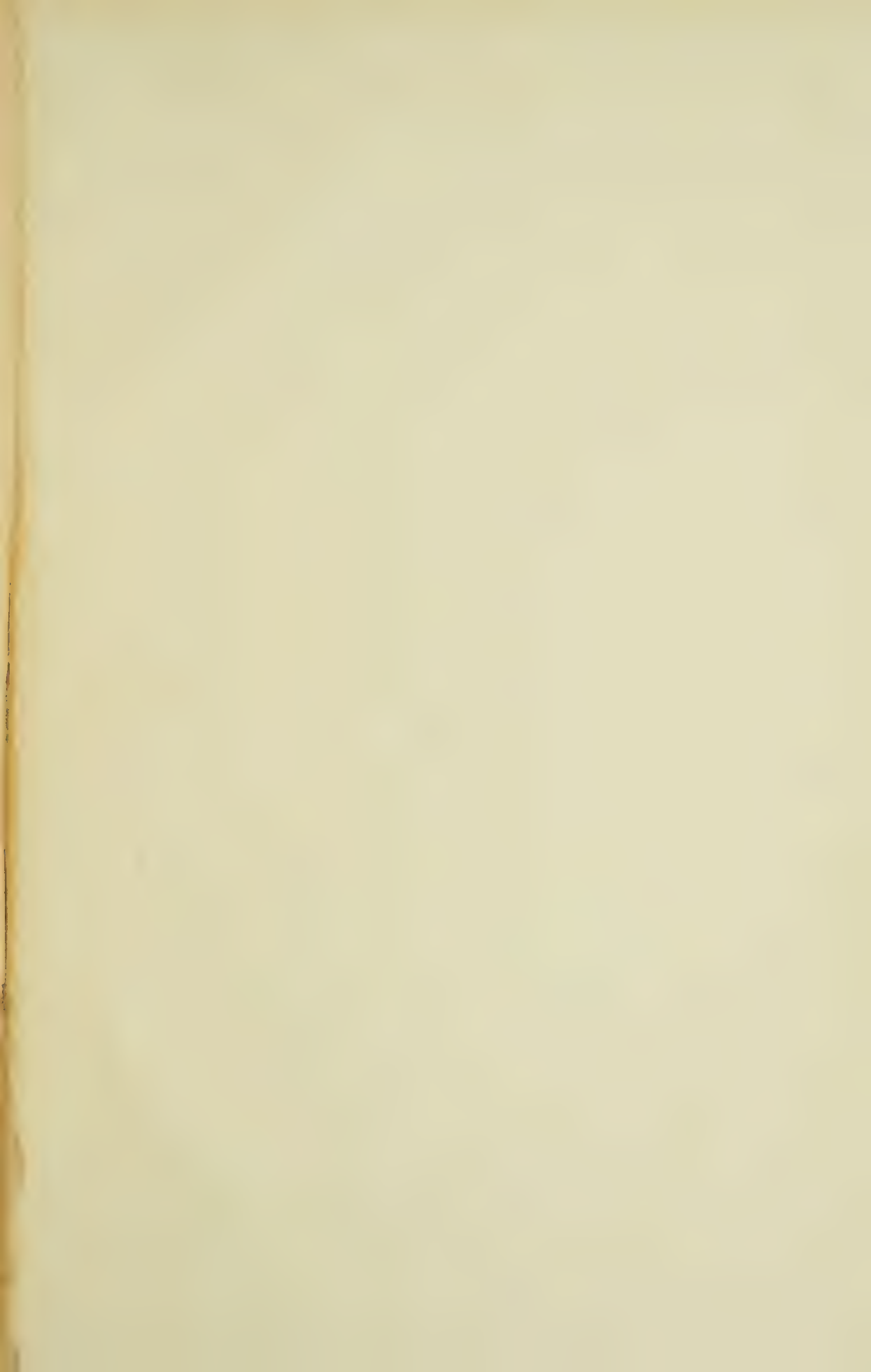
































GretagMacbeth™ ColorChecker Color Rendition Chart